



eliteleadership
Global Academy

The Value of Coaching Teams



Elite Leadership Global

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The challenges leaders face today are dynamic to say the least. The former military term VUCA is commonly used to describe the present environment which is perceived as volatile, uncertain, complex and ambiguous. With the increasing pace of change due to advances in internet technology and Artificial Intelligence, claims that the world is rushing towards a 'Fourth Industrial Revolution' (4IR), don't seem so exaggerated.

As educationalist Sir Ken Robinson summarised in his popular TED talk;

'We've all got a huge vested interest in education, partly because it's education that's supposed to take us into a future, we can't grasp'

Nobody has a clue, despite all the expertise, what the world will look like in five years. One could argue that If somebody wishes to be an effective leader in the 21st Century it will be an evolving and emergent process of discovering their way forward as they navigate this fast-moving landscape. It's helpful to have a team to support that journey because research points to collective intelligence being more effective than individual intelligence.

In the original [research](#) it was found that even in teams with low collective intelligence, their ideas were still on a par with an individual with high IQ. Differences between people is the difference when it comes to collectively producing good ideas and solutions. So instead of playing a zero-sum game of looking for superstars in an ever-decreasing pool of talent, there is tremendous scope in developing the team's skills from within.

Contributing to people's long-term career progression results in an increase in satisfaction and engagement. Empowered employees tend to be more loyal

and motivated to stick with what's working for them rather than looking elsewhere, therefore reducing the recruitment cycle.



I help organisations design, develop and lead elite teams.

The word elite is an acronym for:

Engaged in the unrelenting pursuit of excellence

Liberated from a command and control structure

Intra-dependent on each other for accountability and support

Trust is the backbone of the team

Evolutionary: they have the power to respond and evolve effectively

A coach can facilitate meetings thereby promoting group flow and enabling quieter members to contribute equally. Coaches can also be a sounding board when a team member is making a decision which will affect the organisation. This ensures power remains within the team without them sinking the ship.

This is a departure from the earlier world view of business with its command and control style of leadership such as the type found in the military. Bosses in old world organisations didn't need creative contribution, they needed human widgets. In the 4IR, as machines take over more of the mundane jobs leading to higher productivity, humans can stick to utilising more of their evolutionary advantages such as creativity, collaboration and communication. There is no longer a need for people to be 'widgetized'.

The future success of people driven organisations will be centred on networked and autonomous, high performing teams. They are not a new thing as they've often existed alongside conventional organisations even in the military. Whenever you've had an army, you also had an elite troop which emphasised speed, manoeuvrability, unified action and decisive commitment. Modern equivalents can be found in big businesses such as Lockheed's Skunk Works and Google's X Projects.

In an era where businesses are being disrupted continuously, coaches employing an expanding repertoire of methodologies and tools to parallel the learning necessary for the 21st Century, are a competitive advantage. Cultivating skills whilst providing feedback and support are all essential components for the long-term health and prosperity of any team and organisation.

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