

The Fundamental differences between Managers and Coaches

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Football leaders in the UK are usually called managers. In Europe and in most other sports generally, they are called coaches. Why?

This isn't just a difference in terminology. The traditional role that a football manager plays involves a wider span of influence than that of a coach. A coach is less involved in the running of a club and focuses solely on the performance of their team. Their prime purpose is to get the best from the squad, and the rest is a distraction.

Managers in business and in most organisations have this dual responsibility of business and people management. But in many cases, the important task of business or technical management takes over. The essential differentiator for high performance (getting the best out of the team who deliver results) is overlooked.

What if managers were to adopt a 'Head Coach' mentality?

What if they made the individual and collective performance of their teams the primary responsibility?

A sense of urgency would be generated. An urgency to prioritise actions which create the ultimate team environment. An urgency to create a positive culture to motivate its 'Team players'. The results would be fantastic, 'cup-winning' team performances.

A good coach will create a culture where employees trust each other, and value other team members' performances as well as their own. There would be no doubt within your organisation, that team leaders became promoted based on their ability to bring a team together. To create team spirit. To provide empathy and support.

Our newly developed 'Coaching for Managers' programme is a 1-day course, tailored for anyone who manages people, at any level. Attendees will develop a mindset for coaching, and acquire the skills to coach with confidence, including:

- The use of 'Appreciative Enquiry' to create awareness in others
- An enhanced communication style, centered around active listening and empathy
- The use of coaching to unleash capability in others
- How to handle issues of conflict at their earliest stages

We deliver this training, in-house to groups of 4 or more, and also run open-access training courses. [Click here to find out more.](#)