

## Coaching Guide

# Coaching and Retaining New Staff

Coaching your staff shows that you value them, this leads to increased staff retention and benefits your business as it improves safety, reduces staff turnover, and increases profitability. It may seem difficult to find enough time to orient and train new workers and tempting to let it slide, but job coaching is about increasing the skill levels of your employees.



Every farm is different and the day to day operations will differ greatly. However, regardless of variation, there is one common and key element amongst all farms: **Every farm involves people.**

Supporting staff to increase their skills shows that they are valued, leading to increased job satisfaction and staff retention. Coaching is about encouraging and guiding an individual to achieve their potential and their goals.

Coaching a new employee should target these goals:

1. **SAFETY.** Everyone goes home safe and healthy at night.
2. **CARE.** We look after animal welfare, as well as our own.
3. **EFFICIENCY.** We use practices to best suit our farm business

## Coaching a New Skill

The coaching process consists of

1. explaining and demonstrating the correct way to perform a task.
2. helping employees to perform under supervision.
3. allowing personnel to practice alone.
4. evaluating worker performance; and
5. coaching employees based on evaluation results.

The following steps may have to be repeated several times before an employee will sufficiently grasp what needs to be done.

- **Ask**
  - Find out, recognize, and value existing skills and experiences. You may need to re-align, confirm, or introduce new skills
- **Tell**
  - Explain why the new skill is relevant and how it fits in the big picture
  - Break-down the new skills to be taught into smaller components or tasks
- **Show**
  - Demonstrate and explain the skills to the employee slowly, use the standard procedure if you have one.
  - Pause between steps and be sure all steps are clearly understood
- **Do**
  - Allow the employee to go through the new skill step-by-step while you explain what is to be done.
  - Allow the employee to demonstrate the skills on their own without your input.
- **Review**
  - Ask the employee to reflect on how they did:
    - What did they do well?
    - What did not go well? `
    - What does he/she think can be improved?
  - Give feedback to the employee on how they performed the skill

Do not forget to note the positive points.

### Remember:

- Be prepared with standard procedures and equipment needed for the tasks that will be shown
- Employees continue to improve their skills by observing other skilled workers, reflecting, and evaluating their own skills.
- It is useful to focus on what worked well, as well as what we can do better next time.
- Allowing your employee to discover, not just be told requires patience during the first few weeks.
- Training should happen for all employees, not just those that are new

Don't forget to visit the 'Coaching Bites' for more information. These 'How To' coaching bites are grouped in five categories reflecting the coaching process: Ask, Tell, Show, Do and Review.

