

## **You Can't Be a Great Manager If You're Not a Good Coach**

If you have room in your head for only one nugget of leadership wisdom, make it this one: the most powerfully motivating condition people experience at work is making progress at something that is personally meaningful. If your job involves leading others, the implications are clear: the most important thing you can do each day is to help your team members experience progress at meaningful work.

To do so, you must understand what drives each person, help build connections between each person's work and the organization's mission and strategic objectives, provide timely feedback, and help each person learn and grow on an ongoing basis. Regular communication around development — having coaching conversations — is essential. In fact, according to recent research, the single most important managerial competency that separates highly effective managers from average ones is coaching.

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