



COACHING OURSELVES

By Henry Mintzberg and Phil LeNir

Canadian Red Cross: Building a Strong Learning Community



"CoachingOurselves topics equip leaders with a shared language to have productive conversations about important themes. These are conversations that wouldn't happen in the regular day-to-day setting."

Jean-Pierre Taschereau
Leadership Coach
The Canadian Red Cross

The success of CoachingOurselves peer learning programs at the Canadian Red Cross demonstrates the powerful impact this approach can have on building a sense of community and solidarity among individual contributors, managers, and leaders.

Connecting Leaders

Upon joining L&D at the Canadian Red Cross in 2019, Jean-Pierre Taschereau faced the challenge of connecting leaders in a hybrid work environment. CoachingOurselves had already been utilized for one-off events and Jean-Pierre recognized the potential of creating a wider space for leaders to engage in honest conversation around specific management topics. He decided to further develop this key aspect of their L&D offering.

A Flexible Solution

"Peer learning was always a strategy for us [...] so there was a natural alignment there." - Jean-Pierre

L&D collaborated with CoachingOurselves to curate the extensive catalogue of over 100 topics, carefully selecting those that align with their Level One and Level Two Leadership Learning Paths. The versatility of CoachingOurselves proved to be a powerful solution, especially in the hands of L&D professionals and managers who know their teams' unique learning needs and challenges.

Facilitated Programs and Open Invitation Sessions

Jean-Pierre started with facilitated programs involving 12 steady teams of 4 to 8 participants. Very quickly, he saw the benefits as the program grew in popularity. He decided to expand the CoachingOurselves offerings with open invitation sessions available to the organization's managers in both English and French.

"It is very validating to be in a group with other managers across the country, from other units, and realize that we all share similar challenges."

Participant
Canadian Red Cross

"I've improved my own coaching game and skills in the process. One of my favourite topics is "Managing Time and Energy". I've changed the way I work since doing this topic. I'm now better equipped to manage my energy throughout my work day."

Jean-Pierre Taschereau
Leadership Coach
The Canadian Red Cross



Hundreds of leaders have responded to these invites and it has been running for the past 2 ½ years on a quarterly basis. The sessions are on Zoom and participants are organized into breakout rooms with 3-4 of their peers. There are 2 to 25 groups at each session.

It Evolves

"In fact, I would say that one of the ultimate goals of actual team coaching is to get team members to engage in peer [learning]." - Jean-Pierre

Certain managers developed an affinity with the approach, so much that they became facilitators themselves and started holding their own sessions independently. These self-led teams have taken ownership of their learning and are building their own programs using the CoachingOurselves' catalogue of peer learning topics. L&D supports them, if needed, by providing suggestions for topics based on their challenges and growth path.

The Impact

The benefits of CoachingOurselves at the Canadian Red Cross are clear. It is bonding managers and leaders together through their shared challenges and building powerful connections, especially important for those from different geographical areas or functional units. Through CoachingOurselves peer learning programs, Jean Pierre and the Canadian Red Cross are fostering a culture of learning and development that is transcending traditional hierarchies and boundaries.

CoachingOurselves is proud to play an ongoing role in the success of the Canadian Red Cross, and we look forward to continuing to support them on their learning and development journey.

About CoachingOurselves

CoachingOurselves is the world leader in peer group learning. The company, founded in 2007 by Henry Mintzberg and Phil LeNir, is based on Mintzberg's reflective learning pedagogy. The CoachingOurselves leadership development method builds community, stimulates the exchange of perspectives, and encourages team cohesion. Managers learn from and coach each other using 90-minute self-directed, reflective discussion guides authored by some of the world's leading business thinkers. This creates self-developing organizations while building a culture of learning and collaboration. CoachingOurselves has a library of over 90 peer group learning topics and is used by over 20,000 managers in eight languages around the world.

www.coachingourselves.com