



YOUR OWN COACH

Lead as a COACH™

A PRACTICAL GUIDE TO TRANSFORM YOUR LEADERSHIP

*Learn how to lead with coaching-
based principles that inspire,
align, and empower.*



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EXECUTIVE & TEAM COACH

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COACHING-BASED LEADERSHIP

The workplace is changing. Today's most effective leaders do not direct, command, and micromanage - they coach and develop their people to innovate and drive their business growth as co-owners.

Coaching-based leadership helps people feel seen, heard, and trusted, and that's how our teams thrive.

This guide introduces you to **The COACH Framework** - a simple, powerful model to help you lead with presence and purpose.

Whether you're a manager, founder, or team lead, these five principles will help you bring out the best in your people and yourself.



THE COACH FRAMEWORK OVERVIEW

C

CURIOSITY

Replace giving answers with asking questions. Spark insights. Empower your team to think, explore, and grow.

O

OPENNESS

Create psychological safety. Be open to feedback, even when it's hard. Encourage voices around you — especially the quiet ones.

A

AWARENESS

Read the room. Notice what's not being said. Lead with emotional intelligence and presence, not pressure.

C

COMMITMENT

Turn intention into action. Align your team around meaningful goals and model follow-through yourself. Walk the talk with your team together.

H

HELP

Support isn't hand-holding. It's removing blockers, creating clarity, and giving your team the tools to succeed. Be helpful in practice, not theory.

ARE YOU THE COACH LEADER?

Answer these questions to self-reflect on your leadership style

CURIOSITY

Do I ask more questions than I give instructions?

- When was the last time I asked my team truly open-ended question?
- What kind of questions do I tend to ask: directive or exploratory?

OPENNESS

Am I a leader people feel safe to speak honestly with?

- When was the last time someone gave me constructive feedback? How did I respond?
- Am I open to changing my perspective when others challenge it?

AWARENESS

Do I pick up on unspoken team dynamics?

- Have I ever noticed tension before it was verbalized?
- Do I check in with people who seem off?
- How often do I reflect on my own emotions?

COMMITMENT

Do I model consistency and follow-through?

- What promises or goals have I made, and which ones still need a follow-up?
- Are my actions aligned with my values most of the time or do I need to compromise often?

HELP

Do I remove obstacles or unintentionally create them?

- Do I offer meaningful support or just check in with my team without taking action to help them?
- Am I clear about how I can help and do people trust me to ask for my help?

PUTTING YOUR OWN “COACH” INTO PRACTICE

Real-life leadership tips for each COACH principle

Use these simple behaviors in your 1:1s, team meetings, decision-making, and conflict situations.

C: Curiosity

Lead with questions, not assumptions.

Try this:

- “What’s your perspective on this?” instead of jumping into your conclusions or communicating your perspective to the team first.
- “What’s the challenge you’re seeing here?” before offering advice.
- “What would you try if you had no fear of failure?”

Use it when:

- Someone brings you a problem
- You’re doing a project debrief
- A team member seems stuck

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O: Openness

Foster a feedback-rich culture.

Try this:

- Ask “What’s one thing I could do better as your leader?” in your next 1:1.
- Say, “Thanks for the feedback, that’s helpful.” (Even when it’s hard to hear.)
- Share your own learning moments to show vulnerability.

Use it when:

- During 1:1s with your people
- After launching something new
- When tensions are rising on the team

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A: Awareness

Tune into dynamics in the room, not just the meeting agenda.

Try this:

- Pause a meeting to say, “I sense some hesitation. Anyone want to speak up?”
- Watch body language for disengagement or tension.
- Check in privately if someone seems off: “Hey, you’ve been quiet today, is everything okay?”

Use it when:

- Leading team discussions
- Navigating change
- Giving feedback to your team collectively or individually

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C: Commitment

Align words with actions. Walk the talk. Consistently.

Try this:

- Follow up on what you promised, even the small things.
- Revise team goals weekly and connect them to daily actions.
- Ask, “Is this decision aligned with our strategy and priorities?”

Use it when:

- Rolling out new initiatives
- During goal-setting
- When accountability slips
- As a part of your weekly stand-ups or review sessions

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H: Help

Be helpful to your team in practice, not theory.

Try this:

- Ask in 1:1s: “What’s one thing slowing you down right now and what can I do to help?”
- Spot team blockers and take them off the plate for your people to progress and perform.
- Notice when your people need help and offer practical help and solutions.
- Advocate for resources or clarity that your team lacks.

Use it when:

- People are overwhelmed
- Project timelines are slipping
- With every new hire or with a person who struggles to perform to 100%

WHAT'S NEXT?



Coming soon

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**The full
COACH
Course**

2

**Workshops for
Teams and
Leaders**

3

**Keynotes &
Webinars**

4

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