



types of Agile coaches

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The 7 types of Agile Coaches

Do you recognize these stereotypes of Agile Coaches? Of course we are not that easy to put in boxes and we have parts of all types in us, but it is fun and educational to plot yourself on this by looking at your preferred behavior.

Agile Coach team game

Take this cards along if you are going to form an Agile Coach team or when you want to improve your Agile Coach team performance. Use these cards to get to know each other better and learn to understand and value the differences. You can use the cards in different ways, here are some examples:

- Let everyone select the type he or she thinks fits best and discuss how to combine strengths in the team and where to take care of.
- Let other team members select a type for you, what do they think which type you are and why.
- Role playing: select a type what you think is most opposite to you. Now you are going to play this type while solving a case together as a team. See what happens and learn.
- Use 4 to 7 card decks: select from each deck blindly a card. Now form a team with these types. Discuss the following: Which challenges do you see? What kind of storming examples do you expect? What actions do you want to take to let the team grow fast from storming to norming?

Artist



Charismatic, passionate, entertainer.

They are knowledgeable and flourishes best when they get the stage and are listened to. They love success and applause. They often gathers many followers around them through their charisma. Their "groupies" convey the message in the same way as they do.

Personal need: Recognition, matter. Would like to shine, look for applause.

Personal interest in the transformation: Showing how good they are and want to get the honor.

Transformation approach: Tight, directed, this is how it should be.

Strengths: Bring in their vision, knowledge and skills, indicate how it should be done and thereby give clarity to the organization. They are often a leader, independent and confident and successful in what they do.

Pitfalls: They are not so open to the vision, knowledge and skills of fellow coaches. Don't realize that there are more roads leading to Rome, or maybe they do, but their way is the best. They have difficulties with cooperating and sharing successes together. They find other coaches not quickly capable of cooperating. They feel attacked quickly with personal feedback, then look for the attack themselves. They tend to delimit their territory, (this is mine and no one else, I make this a success).

To learn: Realize that you can learn a lot from others by putting your own opinion aside and start listening and asking questions. Then you will receive more from others and that will bring give and take in balance. Realize that you are successful when you make others successful. Give others the stage and support them in their performance. They will be eternally grateful to you.

Evangelist



Passionate, experts, helpers

They are very knowledgeable and want spreading as much knowledge as possible. This urge comes from a need to help others with their problems. The tricky thing is that the evangelists flood the other with their good advice, even when the other not asked for it. They use the principle of rather much and often than nothing.

Personal need: Contribute and receive assurance that they are necessary and useful. Shares their knowledge and experience so that others are helped.

Personal interest in transformation: Want to contribute to the transformation and the goals.

Transformation approach: Have a recipe book ready how to approach a transformation.

Strengths: They know a lot, share a lot of knowledge and skills, go for the result. They have an example ready for everything and know how to convey this passionately and energetically.

Pitfalls: They can quickly irritate others by giving solutions for questions and problems that are not there. They are somewhat insensitive to the needs of others. Do not feel what the other person needs, ask no questions, assume, think they know it all.

To learn: Go deeper into the other, learn to ask questions and listen and let your knowledge and solutions match the needs of the other. If it is dosed, you will receive more appreciation for your knowledge and skills and your contribution will be greater.

Viking



Result-oriented, dominant, critical.

Vikings pounds through the organization like a loose cannon. Passionate as they are, they know how to get to the cause of the problem quickly and know how to (painfully) confront the organization. They have a strong vision and sticks to it. They are dominant, like to take the lead and are not afraid to lead the fight.

Personal need: Power and results. I feel good if I know how to control things and how I can do it my way. Results give me confidence that I am on the right track.

Personal interest in the transformation: I go for the result and that result comes to my credit.

Transformation approach: confront the organization, change it and then leave.

Strengths: They see what is not going well, know how to put a finger on the sore spot. They take charge of the change. They have a thick skin, cannot be easily upset. Don't mind to be criticized and accept it when they have to leave afterwards. They are not out for friendships and make sure that they are not part of the organization, so that their objectivity remains guaranteed.

Pitfall: They may irritate others because they are too hard and too blunt. They give little room to soft sides of change and emotion. They have difficulties to adjust to others in the team. They are not followers and find it difficult to understand that others have different opinions or do not follow them.

To learn: Give the sensitive part of yourself more space, so that you can more easily come into contact with the emotional sides that a transformation entails for people. By also taking your soft side with you, you will get more balanced and you will achieve even more results than now. Learn to appreciate the diversity in the team. Others probably have qualities that you do not have and that you can learn from. Together you are stronger than on your own.

Mediator



Flexible and altruistic.

They easily adapt their vision to that of others. Their passion for their profession comes from the involvement for the social side, the people, the relationships. Mediators will not quickly seek conflict and ensure that people, teams and organizations continue to work together in harmony. They find themselves successful if others are successful and they have been able to contribute.

Personal need: Collaboration with others.
Contribution.

Personal interest in the transformation: Creating an organization where people feel happy.

Transformation approach: Involving people, doing the transformation together, experimentally, depending on the insights obtained, transformation takes a different turn on the way.

Strengths: They can work with everyone, have easy acceptance for their person. They are open to new insights and ideas. Easily listen and build on ideas from others. Conduct dialogue, listen and consider the feelings of the people in the transformation important. Would like to ensure that it works out well for everyone, mediates and strives for harmony. Are understanding.

Pitfall: They can blow with all winds. Do not assume a strong vision of their own which makes it unclear to the organization which way they are going. Sometimes they make their own vision subordinate to that of others. Find it hard to confront. Can become a gentle surgeon that causes smelly wounds.

To learn: Become more steadfast in one's own vision, with more persuasiveness and determination, so that more clarity and direction can be given to the transformation. Learn how to confront more often and seek out the conflict. Through discussion and conflict even better ideas arise and it gives people insight that makes them move themselves.

Professor



Analytic, strategic thinkers

Professors are very knowledgeable in their field and like it when they are consulted for their insight and knowledge. They prefer to operate in their own field and don't need others to support them in their work. They are based on their own strength and skill and know how to give insight and convince others through good astute observations.

Personal need: Personal development and growth. I like to contribute by giving others insight. The different situations give them insight to improve themselves and grow.

Personal interest in the transformation: Making the organization better by simplifying complex matters and thereby becoming better themselves by learning from it.

Transformation approach: individual approach; 1 on 1 conversations to give people insight.

Strengths: They can observe well, are inquisitive and analytical. Like to simplify complex problems so that it is clear to others. Have a good overview, are intelligent and ask sharp questions. Do nothing themselves, are purely coaching.

Pitfall: The individual approach can lead to a path that does not always match what the organization or the change team has chosen. They don't participate in the transformation themselves, keep their distance and do not tackle things, which creates some distance to the team. They don't consult the other coaches, and don't expect to learn much from them.

To learn: By connecting more with the team and your team members and appreciating the diversity more, you get more insights and learn more. People may surprise you with their own perspective. Together you can achieve more than on your own.

Networker



Energetic, enthusiastic, optimistic and inspiring.

Networkers mainly wants to do it together, exchange ideas and spar together. They believe in "practice what you preach" and will take initiative to form the team, agree working methods and plan team outings. Think and act strongly from "we". They make friends in the organization and get everything done this way.

Personal need: Connection, good relationships with others.

Personal interest in the transformation: Shaping the transformation together and building relationships that they can build on for years to come.

Transformation approach: Involve people, they get people moving and ensure that change is guaranteed.

Strengths: They are good at building relationships and getting things done. They pick up work, like to do it together with others, involve others and share knowledge. They see others as equal with whom they can spar and learn. They have a loyal attitude towards the team, the organization and its goals.

Pitfall: They can become too much part of the system, causing them to show too much understanding and to observe and intervene less critically. The coaching then becomes less effective. For them it is hard to deal with the self-will of others. They can annoy others because they want to do everything together. They have difficulties working well with people with whom they cannot build a relationship.

To learn: Change your style when needed. It is not always necessary to build a good relationship before you can work together. Some are not sensitive to that. Make sure that you can also coach and advise from a business professional attitude with a certain degree of distance to the system. This can lead to better observations, interventions and more effective cooperation.

Innovator



Creative, positive, optimistic, innovative.

They have a solution or new idea for every problem, for every situation. They constantly come up with proposals for new work forms, workshops, training courses and games. They focus on making the transformation fun and attractive. They have an optimistic view on the transformation and believe that everything can be solved and improved.

Personal need: Personal development and fun, entertaining and learning by doing fun things. Give substance to curiosity and creativity.

Personal interest in the transformation: Contribute to the problems of the organization and transformation through fun, creative finds. Creating an innovative working environment.

Transformation approach: A playful and light-hearted way of changing, learning by doing, active and experimental.

Strengths: They make change lighter, more playful, more fun. With their enthusiasm and energy they easily take others along. They contribute a lot to the team and the transformation by bringing in knowledge, skills and ideas. They help others by sparring. They are good at thinking out-of-the-box and are therefore asked and consulted for anything and everything.

Pitfall: They do not always go deeply into the problems and quickly go to the solution. They can ignore the emotional side of change and switch too quickly to doing fun things. It is not always easy or fun and attention needs to be paid to that.

To learn: A deeper analysis of the problem helps to come up with better solutions. For many people, change is hard and it feels like a loss if they lose existing work or methods. Learn to pay more attention to the grieving process and letting go old patterns. Then people will be more willing to accept a new way of working.