


How Group Coaching for Leaders Can Foster a Culture of Belonging





79% of organizations responding said:

Fostering a sense of belonging was important or very important to the organization's success. . .

. . . But only 13% of respondents said they were “very ready” to address the trend.

- “Belonging,” Deloitte, 2021

What we hope you will take away from this session?

- You'll understand the **importance and impact** of leaders creating a culture of belonging within organizations
- You'll understand the **direct and indirect cost** to organizations, teams, and employees who don't experience belonging at work
- You'll discover how **group coaching for leaders** can uniquely shift behaviors and mindsets to build a culture of belonging



Lauren Morley Hutto

Lauren Morley Hutto is a certified executive and leadership coach and senior director, coaching excellence, for Sounding Board. In addition to her team, Lauren also leads Sounding Board's global network of leadership coaches. With nearly 20 years of experience as a clinical social worker, coach, trainer, facilitator, and board member, her professional life is about helping people facilitate change within a variety of different organizational settings in the public and private sectors.



Edwin Vega

Edwin Vega is a certified executive and leadership development coach and facilitator. In addition to his work as a 1:1 and Leadership Labs Specialist for Sounding Board, he is on the coaching and leadership faculty at the Co-Active Training Institute and is the lead trainer for the Edge Foundation, an organization that offers executive function coaching to at-risk youth. Edwin is also a 2020 Grammy Award winner.

How do we define belonging?

Coqual (fka The Center for Talent Innovation) defines belonging in the workplace as:

The experience of being wholly accepted and included by those around you.

Great Place to Work defines belonging in the workplace as:

An employee's sense that their uniqueness is accepted and even treasured by their organization and colleagues. It is an accumulation of day-to-day experiences that enable a person to feel safe and bring their full, unique self to work.



What are your thoughts? Word cloud exercise

Please open the Mentimeter link in the chat now to answer this question.

**In one word,
what do you believe is the impact on employees
of having a sense of, or experience of,
belonging within an organization?**

Here's what you said. . .

In one word, what do you believe is the impact on employees of having a sense of or experience of belonging within an organization?



Four elements of belonging at work

The Center for Talent Innovation identified four elements of belonging at work:

1. Being seen for one's unique contributions
2. Feeling connected to coworkers
3. Feeling supported in one's daily work and career development
4. Feeling proud of the organization



The science and business case for workplace belonging

- Lack of belonging has a negative effect on employees' cognition, emotion, and behavior. (Dewall et al.)
- Belonging is not only desirable, it's *essential* for employee's adaptability and well-being. (Deci et al.)
- Belonging factors are most strongly and consistently correlated with employee engagement, and it's the *one metric* that was found to be consistently and universally tied to a person's workplace commitment, motivation, and pride. (Culture Amp)
- Employees who have a "best friend" at work are *seven times as likely to be engaged* in their jobs, are better at engaging customers, produce higher quality work, have higher well-being, and are less likely to get injured on the job. (Gallup)

Polls: Your Sense of Belonging at Work

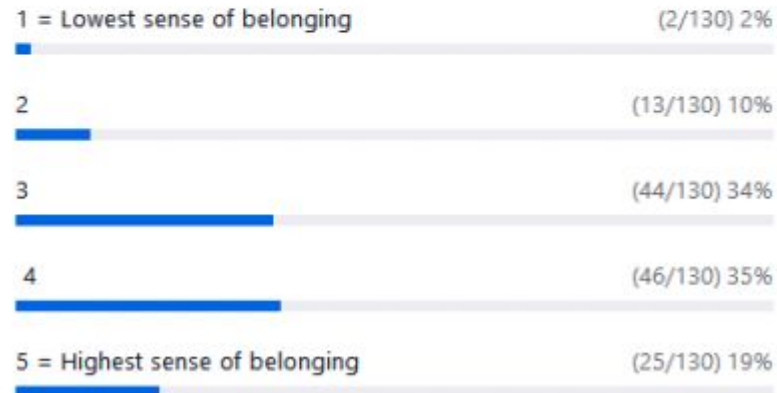
Poll 1

Slide 9 (Poll 1 of 2)

Poll | 1 question | 130 of 174 (74%) participated

1. On a scale of 1-5, with 1 the "lowest sense of belonging" and 5 the "highest sense of belonging," where do you sit today as it relates to your sense of belonging at work? (Single Choice) *

130/130 (100%) answered



Poll 2

Slide 9 (Poll 2 of 2)

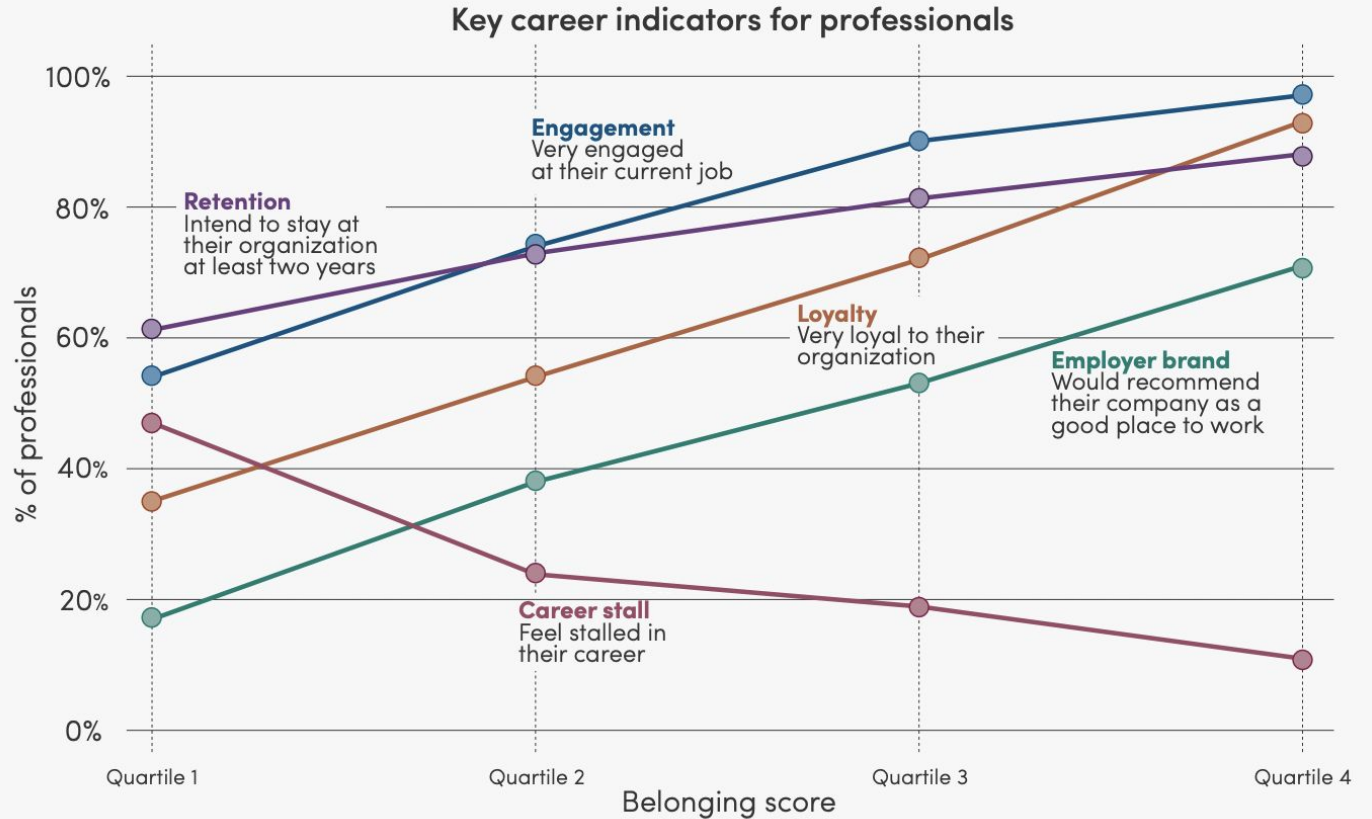
Poll | 1 question | 121 of 175 (69%) participated

1. What percentage of your workplace's employees do you think would rate themselves a 4 or 5 on the previous scale of belonging at work? (Single Choice) *

121/121 (100%) answered



Belonging in the workplace pays off



Source: "The Power of Belonging," Center for Talent Innovation, 2020

Polls: Your Career Indicators

Poll 1



Slide 11 (Poll 1 of 2)

Poll | 1 question | 112 of 172 (65%) participated

1. Which career indicator in this list is most intriguing to you? (Single Choice) *

112/112 (100%) answered



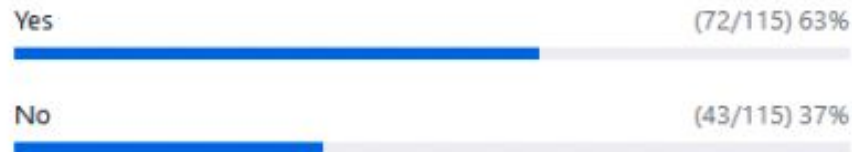
Poll 2

Slide 11 (Poll 2 of 2)

Poll | 1 question | 115 of 168 (68%) participated

1. When you have had a stall in your career — or a lack of fulfillment — would you attribute this to a lack of belonging in the workplace?
(Single Choice) *

115/115 (100%) answered



Harness the power of groups in the workplace

- Groups can be a microcosm of the larger organization where leaders can **explore how to influence the culture**
- Groups – especially those comprised of leaders with shared identity, interest, and needs – can help to **demystify and normalize the employee experience**
- Examples: ERGs; team retreats/offsites; leadership teams; corporate volunteer opportunities; cross-functional training experiences

Harness the power of group coaching in the workplace



Element of belonging:

Being seen for one's unique contributions

- Being selected for group coaching alone might activate belonging at a fundamental level
- Unique space for leaders to voice their opinions
- Exposure to new or unique perspectives, ideas, and mindsets

Harness the power of group coaching in the workplace

Element of belonging: Feeling connected to coworkers

- Building trust through vulnerability
- Shared experience leading in the same organization
- Connecting leaders from various teams brings different cultural experiences within the same organization to build organizational leadership alignment



Harness the power of group coaching in the workplace

Element of belonging: **Feeling supported in one's leadership development**

- Allows leaders to put a pause on the daily “noise” of leading
- Boosts opportunity to scale their insights to their teams
- Grounding leaders in a global mindset and context, or the daily realities that challenge everyone in the workplace
- Demystifies and normalizes the leader's experience in the organization
- Group members can actually uplevel each other vs only via their direct manager

Harness the power of group coaching in the workplace

Element of belonging: **Feeling proud of the organization**

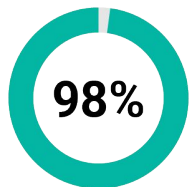
- Leaders bring in a conscious connection of values/mission directly into their work
- Develop the leaders, change the culture
- Leaders attribute the benefits of group coaching to the people in their group **and** to the company at large



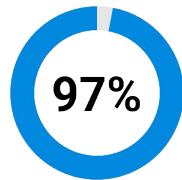
Data tells a compelling story on the power of belonging

Leaders in Sounding Board's Leadership Labs group coaching programs overwhelmingly indicate a sense of belonging within their group coaching experience.

Being seen for one's unique contributions:



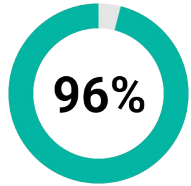
98% of leaders reported that their coach ensured members of the group had the opportunity to contribute



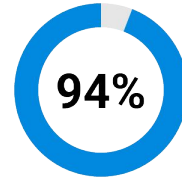
97% of leaders felt encouraged to share openly with their group members

Data tells a compelling story on the power of belonging

Feeling connected to coworkers

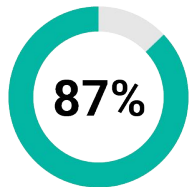


96% of leaders reported that their coach helped the group design for and maintain open communication

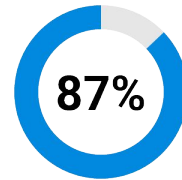


94% of leaders reported that their coach validated their group member's experiences

Feeling supported in one's daily work and career development



87% of leaders reported they can immediately apply learning from group coaching in their daily work



87% of leaders reported that their group members helped them achieve growth that they wouldn't have achieved alone

Q & A

Thank you!