

ICF CONVERGE

OCTOBER 23-25, 2025 • SAN DIEGO



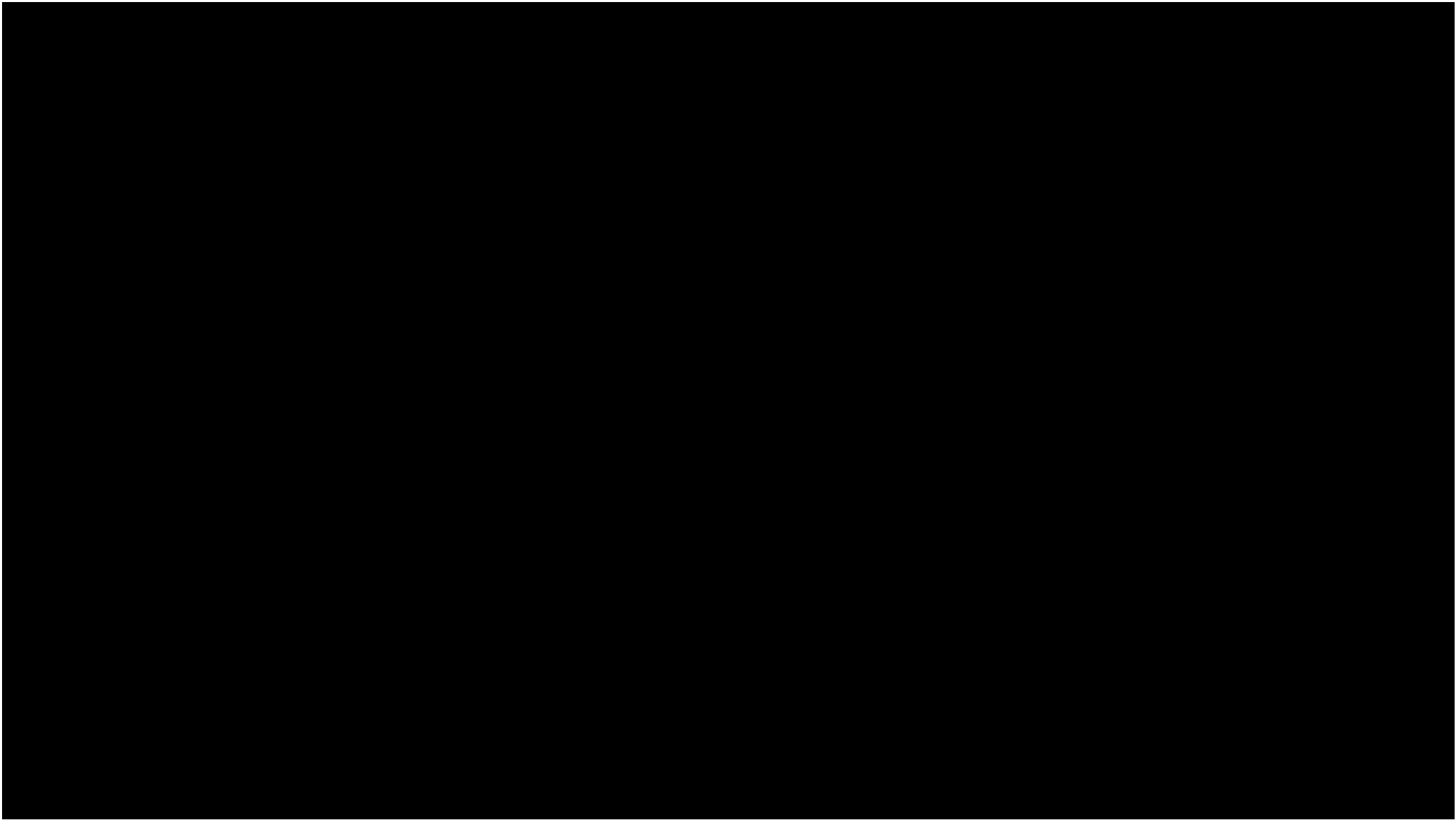
Creating an Internal Coaching Culture: Insights from Real-World Implementation

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Southern Glazer's Wine & Spirits – 2024 ICF Coaching Impact Award Winner





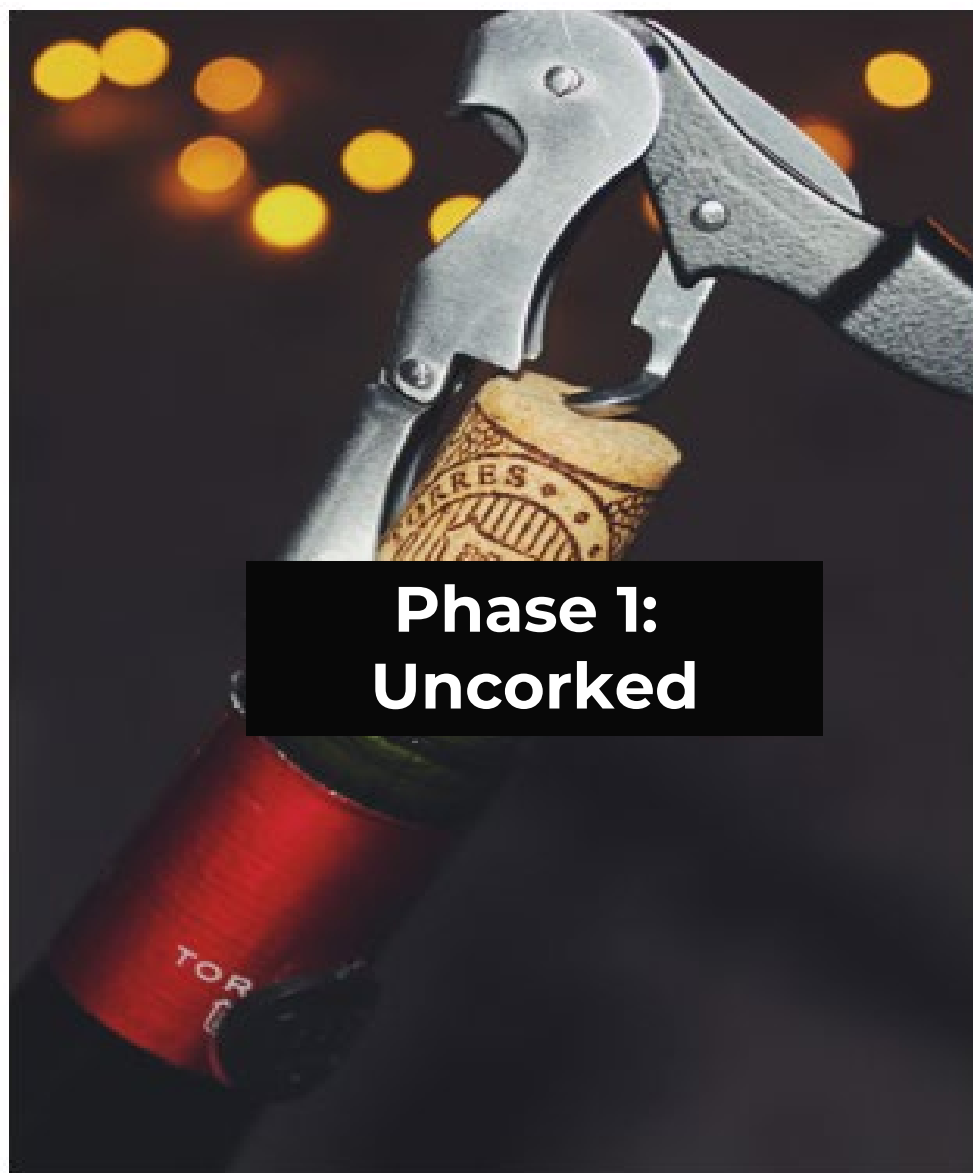


James Garcia



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**Phase 1:
Uncorked**



**Phase 2:
Mixing the Cocktail**



**Phase 3:
Signature Blend**

Partner Exercise:

**What does a coaching culture
mean to you?**

Our Coaching Culture



Honesty
Excellence
Agility
Respect
Teamwork



Celebrate Successes and Learn from Failures

Make Coaching a Part of Everyday Interactions

Lead by Example

Provide the Right Training & Resources

Align Coaching with Organizational Goals

1:1 Coaching

Traditional Coaching



Team Coaching



New Leader Assimilation



Group Coaching



Coach Education



Small Group Exercise:

Considering where you currently are in your coaching culture journey—what do you see as a meaningful next step to cultivate it within your organization?

Who might you engage in that step? How?



**Resistance
to Change**

**Lack of
Time**

**Unclear
ROI**

**Inconsistent
Commitment**

Partner Exercise:

Individual Reflection:

- **What potential challenges do you anticipate within your organization?**

Turn to a Partner:

- **Discuss your biggest challenge.**

A photograph of a two-lane asphalt road winding through a dense forest. The trees are covered in autumn foliage, with shades of yellow, orange, and red. The road has a dashed yellow center line and solid white edge lines. The scene is captured from a high angle, looking down the road towards a bright light source at the horizon, creating a hazy, golden glow. Overlaid on the image is a five-step process diagram. The steps are numbered 1 through 5, with corresponding text labels. Step 1, 'Assess', is at the bottom left. Step 2, 'Leadership Commitment', is at the bottom right. Step 3, 'Coaching Champions', is in the middle left. Step 4, 'Integrate', is in the middle right. Step 5, 'Measure', is at the top left. The steps are connected by a series of lines that follow the curve of the road, suggesting a sequential flow from bottom to top and then back down the other side.

5: Measure

4: Integrate

**3: Coaching
Champions**

**2: Leadership
Commitment**

1: Assess

Individual Exercise:

What are you learning about creating a coaching culture?

What will you do based on what you learned? By when?

Who can support you?

A close-up, low-angle shot of several empty wine glasses hanging from a dark metal rack. The glasses are made of clear, slightly textured glass and are arranged in a row, receding into the background. The lighting is warm and dim, creating soft reflections on the glass surfaces. The background is blurred, showing more of the rack and the interior of what appears to be a restaurant or bar.

Q&A



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