Coach in Private; Celebrate in Public
By Gregory Gibson

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Creating culture is about consistency. It is about showing up every single day with the right attitude, with the right energy, and with the right motivations. As you are consistent and steady as a leader, you will find that the rhythms you create for yourself and your team will begin to be expected and appreciated (and even needed) by those around you–especially those you are in authority over.

When it comes to “releasing your team” to do ministry, there are two important rhythms that are needed: Coaching and Celebrating.

What is more, how and where you do each of these is very important.

COACHING IN PRIVATE
The goal of coaching is encouragement and development. It is coming alongside someone, or your team, to give constructive feedback that will propel them forward in their growth.

To do this, you must be in this person’s life on a regular basis. You must watch them lead. You must listen to them teach. You need to see how they interact with others, and how others respond to their leadership.

Coaching happens in private because constructive feedback should never be public.

Furthermore, constructive feedback should always be measurable. For instance, you want to identify (or assess) where a person is currently, so that you can have an aim for where they are developing. At SALT, we do this in a variety of ways – we do this through assessments, assessments reports, personal development plans, and core competencies for every

leader in our organization. This allows development to always be consistent (I would encourage a monthly coaching meeting). And the environment we do this is always in private.

90-Day Review Worksheet
Annual Review

CELEBRATING IN PUBLIC
Celebrating in public is the opposite side of the same coin. Whenever I am coaching in private, I am looking for ways to celebrate in public. It's amazing to see how this consistency balances out the need for development in your team or organization.

As you celebrate your team, look for ways to celebrate your team's values. Also look to celebrate the things your team has decided to measure. When you celebrate what you measure, you keep your celebration from being manipulative. This is an important virtue for the leader. We will all be tempted to celebrate others in subjective and manipulative ways that serve our own interests.

This should never be the case, and when we anchor our celebration in what we measure, we celebrate with a clear conscience and the right motivations.

SUMMARY:
Coach in private. Celebrate in public.

When you coach what you measure, your coaching of a team member will not be subjective.

When you celebrate what you measure, your celebration of a team member will not be manipulative.