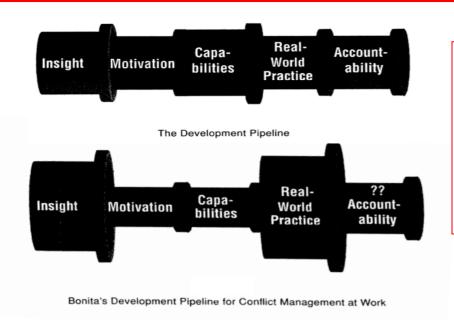
The Development Pipeline



The purpose of coaching is to change behavior. It is therefore essential to have an understanding of the "active ingredients" required for such a change to occur. The Development Pipeline describes the necessary and sufficient conditions for change and serves as a guide to where coaching can provide the greatest value for a given individual.

- **1. Insight**: The extent to which the person understands what areas need to be developed in order to be more effective.
- **2. Motivation:** The degree to which the person is willing to invest the time and energy it takes to develop him or herself.
- 3. Capabilities: The extent to which the person has the skills and knowledge that are needed.
- 4. Real-world practice: The extent to which the person has opportunities to try new skills at work.
- **5. Accountability:** The extent to which there are internal and external mechanisms for paying attention to change and providing meaningful consequences. $\mathbf{redpolnt}_{\texttt{Business coaching}}$