

TEAM COACHING PROGRAM



Strengthen Your Team. Strengthen Your Nonprofit.

Professional Team Coaching for Nonprofits — Pro Bono



Strong nonprofits depend on strong teams. But even highly committed teams can benefit from stepping back from the day-to-day work to look at how they work together, communicate, make decisions and achieve their shared goals.

The Business for Better Society (BBS) Team Coaching Program offers nonprofit teams 10 hours of professional team coaching at no cost.

This is a unique opportunity for nonprofit teams to work with ICF-certified coaches who are completing advanced training in team coaching.

WHAT IS TEAM COACHING?

Team coaching is different from team building.

Team building often focuses on strengthening relationships, building trust, improving communication or creating a stronger sense of connection through structured activities and experiences.

Team coaching takes a deeper look at the team itself: how the team functions, what patterns may be helping or limiting its effectiveness, and how the team can work together more effectively to achieve its goals.

Rather than telling a team what it should do, a team coach helps the team think, reflect, learn and develop its own solutions.



Team coaching may explore questions such as:

- ✔ Are we spending our time and energy on the things that matter most to our mission?
- ✔ How well are we working together when resources are limited and priorities compete?
- ✔ How do we make difficult decisions when there are no easy answers?
- ✔ How do we maintain a strong sense of purpose while managing the practical demands of running a nonprofit?
- ✔ What would make us a more effective team in delivering our mission?

WHAT CAN TEAM COACHING DO FOR A NONPROFIT?

Team coaching can help teams:

Build stronger collaboration

Develop greater awareness of how team members work together and identify opportunities to collaborate more effectively.

Improve communication

Create space to examine communication patterns, assumptions and behaviours that may be affecting the team.

Strengthen trust

Help team members have more productive and meaningful conversations about issues that matter.

Improve decision-making

Explore how decisions are made and whether the team's approach supports its goals.

Increase accountability

Move beyond individual responsibility towards greater shared ownership of team outcomes.

Navigate change and complexity

Give teams a structured space to work through challenges, transitions and competing priorities.

Become a more effective team

Focus not simply on individual performance, but on the team's collective ability to achieve its purpose.



Teams Come in All Sizes

You don't need to be a large nonprofit to benefit from team coaching.

The International Coaching Federation (ICF) defines a team as **two or more people** working together towards a common goal. This means the programme can be relevant to a small nonprofit with two or three people as well as to a larger organisation with established teams.

What matters is that the participants are working together as a team and have a shared goal or area of development they want to explore.

Why Is This Program Pro Bono?

BBS created this programme with a simple goal: to strengthen nonprofit organisations by making professional team coaching more accessible.

The coaches participating in the programme are ICF-certified coaches completing a team coaching certification. As part of their certification, they are required to gain practical experience coaching teams.

The programme creates a meaningful exchange: coaches gain practical team coaching experience, nonprofit teams receive professional team coaching.

Is Your Team a Good Fit?

The programme is intended for nonprofit teams that are willing to:

- Commit to the full 10 hours of team coaching
- Have two or more people participate as a team
- Be open to reflection, honest conversation and learning
- Identify a team-level challenge, goal or area of development to work on
- Engage actively in the coaching process

HOW TO GET INVOLVED

Contact Business for Better Society at info@bbsociety.org.

We'll get in touch with you directly to answer your questions and learn more about your nonprofit, your team and the work you do.

You'll then be asked to complete a short questionnaire. This will help us introduce your nonprofit and team to potential coaches and give the coaches some context about your organisation. The questionnaire will also invite you to consider what you would like to achieve through the coaching process and identify some of the objectives that are important to your team.

We'll use this information to help match your team with a coach whose experience and approach are a good fit for your needs.

Before the coaching begins, you and your coach will have a chemistry meeting, which is an opportunity for you to meet one another, ask questions and decide whether the coaching relationship feels like a good fit. All of the coaching takes place via video call, WhatsApp group call or another agreed upon form of communication.

Once the match is confirmed, your team can begin its 10 hours of pro bono team coaching.

