



**NHRMA 24**

86TH ANNUAL CONFERENCE + TRADESHOW

**CS08**

# **Leading Transformation Conversations: The Spark Method for HR Coaching Greatness**

# Leading Transformational Conversations

The SPARK Method for HR Coaching Greatness



NHRMA CONFERENCE 2024  
PRESENTED BY: BRANDY FERRER

Why are you here?

This is valuable  
because...

(what's in it for you)

- ✓ Up level your own skills, add a tool to your tool box
- ✓ Save time, energy and frustration
- ✓ Keep (effective) communication flowing
- ✓ Deepen trust and relationships
- ✓ Empower the leaders you support to have meaningful conversations with their team, communicate effectively and deepen trust and relationships

Leader's relationships with  
their direct reports  
equates to

**70%**

of employee engagement\*

**41%**

of people quit their jobs  
due to lack of  
professional development  
& advancement

**34%**

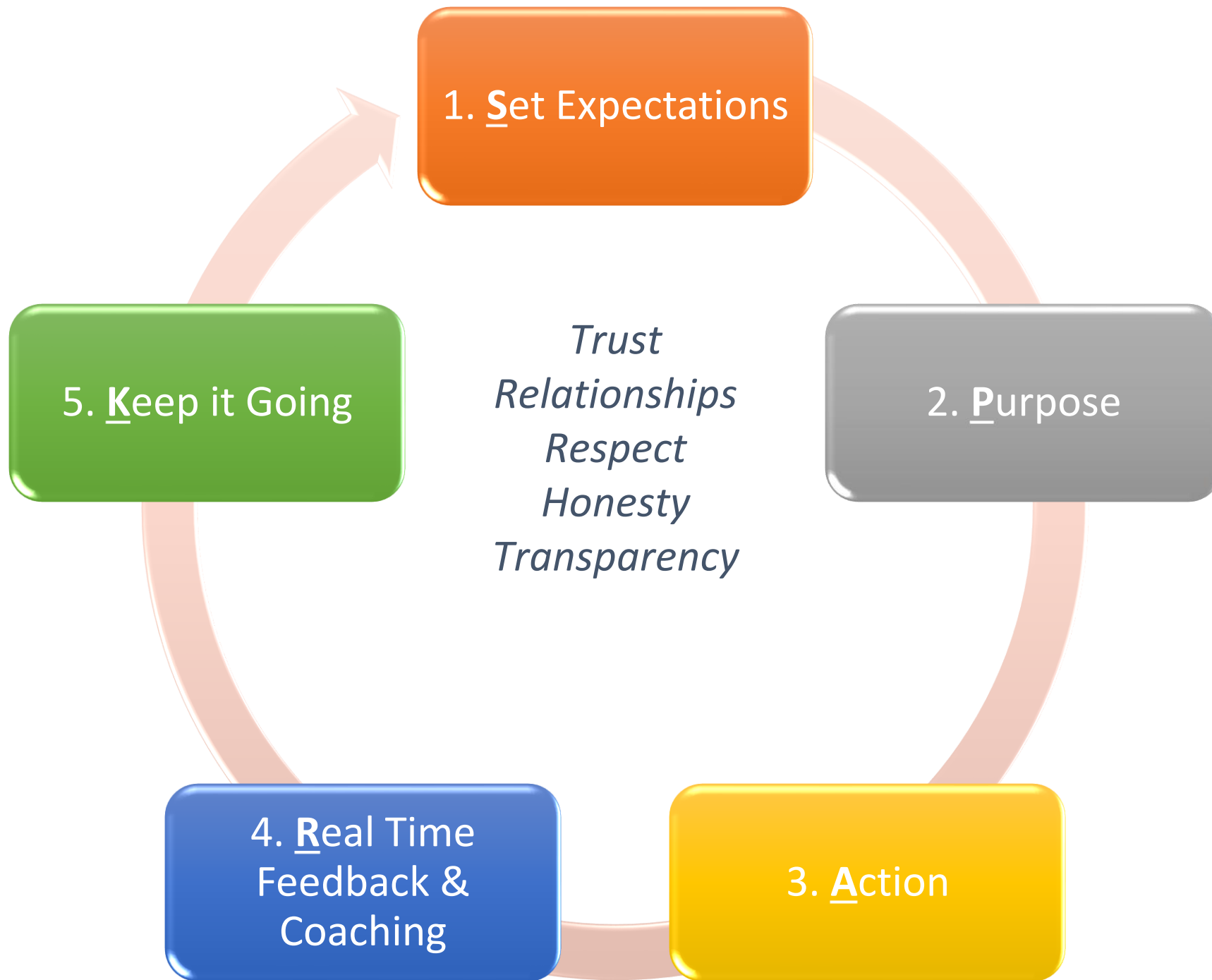
quit due to uninspiring or  
uncaring leaders \*\*

**150%**

of Annual Salary

Cost to replace mid-level  
employee\*\*\*

# SPARK Method



# A note about psychological safety

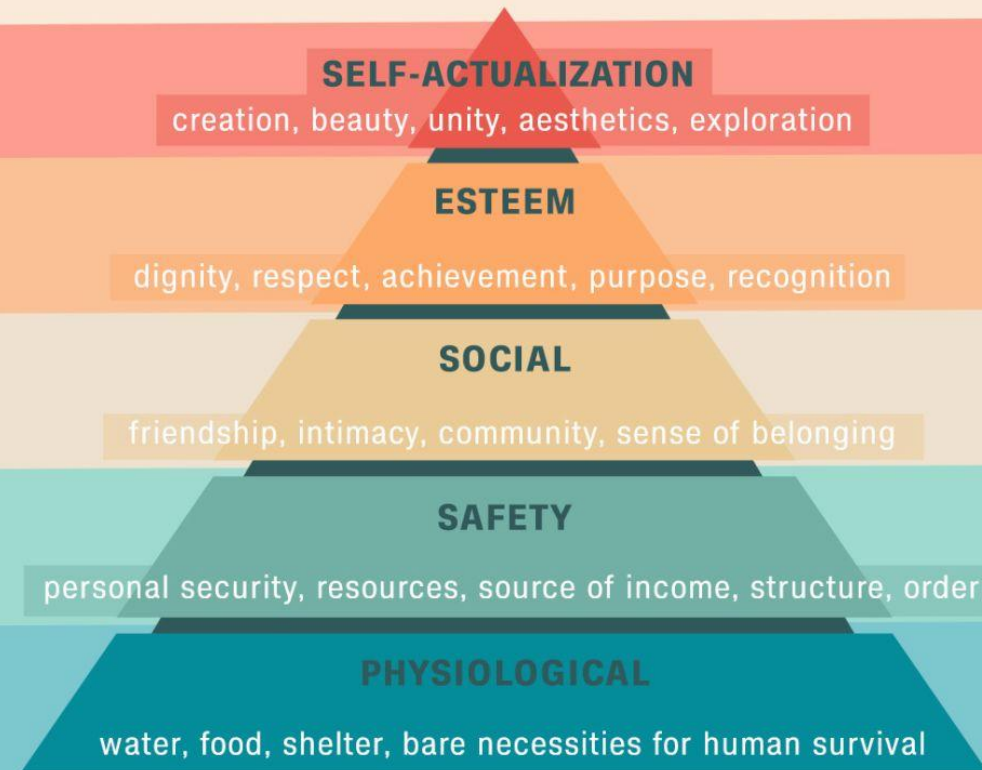
The belief that you won't be punished or humiliated for speaking up with ideas, questions, concerns or mistakes.

It's a shared belief held by members of a team that others on the team will not embarrass, reject or punish you for speaking up

You are seen, valued for your unique skills, talents, contributions, approaches

Have each others backs in words and actions-publically supporting each other

## MASLOW'S HIERARCHY OF NEEDS



# SPARK Method





# 1. Set Expectations

- Regular, ongoing
- Conversation (not a broadcast)
- Agreed upon
- Desired outcome, measurement of success (accountability)



Expectation

**VS**



Reality

## 2. Purpose The WHY

- Understand the WHY for yourself
- Explain the WHY
- Gives context
- Connects the day to day with the big picture



# 3. Action

## (The Check in)

- ❑ Regular, ongoing, proactive
- ❑ Open door policy is not enough
- ❑ The drive-by (aka management by walking around)



## 4. Real Time Feedback & Coaching

- ❑ Regular, ongoing, in the moment
- ❑ Good stuff too! (Appreciative feedback)
- ❑ Revisit steps 1 & 2 (Expectation & Purpose)
- ❑ Action plan

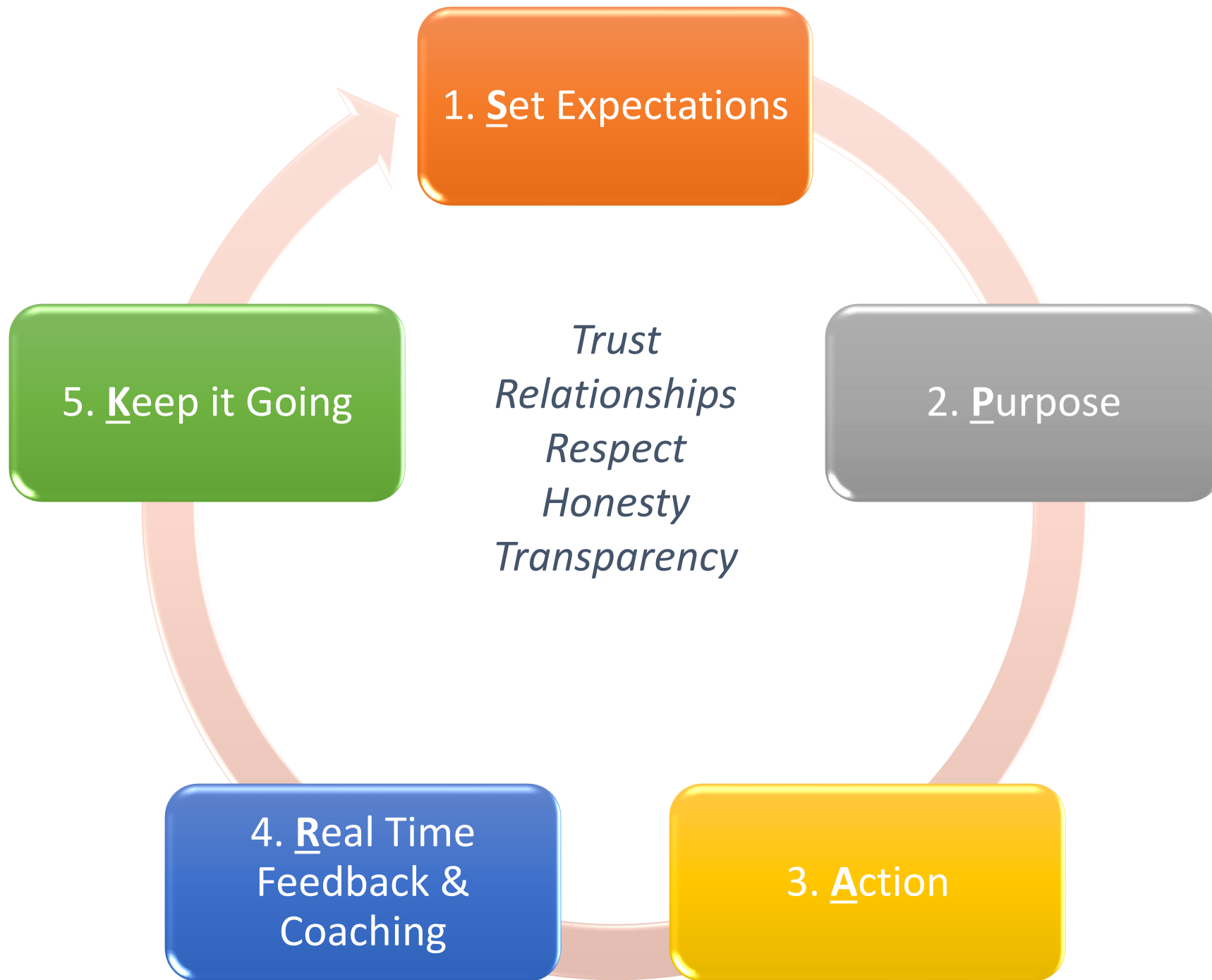




## 5. Keep it Going

Follow up, follow through

- Checking on performance and expectations
- Checking in on action plan from feedback and coaching conversations
- Check on measurements of success
- Daily/weekly or as timely as possible



## Organization

“Having a structure like this keeps me focused on the right things and helps me do the same for the team.” *John W.*

“On the spot conversations keep communication open. I follow up more and little things that used to fall through the cracks are taken care of.” *Christine K.*

“I get more of the real story when I check in. Accountability has gotten better because we’re having clearer conversations about expectations...and I’m intentional about checking in.” *Kylene P.*

“I’m asking more questions and listening more this helps us find solutions together and address small things before they become big things.” *Robert K.*

“The team is more empowered to handle things without me. I’m starting to relax more!” *Tawana B.*





## (Remote Team)

- Meets with team members individually by phone in the am (expectations)
- She checks in at least once during the day on status and to help address challenges or remove barriers
- She provides on the spot feedback and coaching and removes barriers as needed
- One more check in at the end of the day for follow up, questions and recognition

*Results: The team, while largely autonomous, is clear on their priorities, has confidence in their manager's support, communicates effectively, continues to advance their skills and performs at a high level*



# Reflection & Action

- What's a piece of the method that you are already rocking?
- What's a piece of the method you want to advance for yourself? What's 1 action you can take this week to get the ball rolling?
- How will you share this with the leaders you support and help them implement?

lets chat  
THOUGHTS?  
QUESTIONS?

[brandy@pathfinder-strategies.com](mailto:brandy@pathfinder-strategies.com)

P: 888.529.0240

[Pathfinder-strategies.com](http://Pathfinder-strategies.com)



**Brandy Ferrer**

President/CEO Pathfinder  
Strategies. #1 Best Selling Author

