

Strategy for introducing a coaching and mentoring culture

Phase	Purpose	Reflection
1 – Investigation	To investigate what is currently being done, when and by whom. What works and what does not. Check that culture will fit in with the wider organisation's strategic direction	
2 – Business Case	Link proposal to wider strategy, scope costs and investment, obtain buy-in from key stakeholders	
3 – Implementation	Implement proposals and monitor success/barriers	
4 – Review	Evaluate benefits for organisation and identify next steps	

Table 14.2 reproduced from Martin-Denham, S. and Watts, S. (2019) *The SENCO Handbook*. London: Sage.