

CL 06

COACHING LAYER

Coaching an Embedded Practice in real work.



Ownership & Accountability



PRACTICE: The Proactive Ping

Surface the change yourself, before anyone has to come looking for it.

THE HOOK

The trust isn't built when things go right. It's built in the moment you say 'something changed' before anyone had to ask.

DEFAULT

BEHAVIOR SPECTRUM

EMBEDDED

01

SIGNAL

Are they catching it in time?

A change is happening that affects someone else's expectations. Note whether you're reading, witnessing, or hearing about it secondhand.

Tuesday, you notice the vendor delay in a shared channel. No message yet to the stakeholder — a signal, not yet confirmed.

02

REDIRECT

Is the new or default action running?

Did they proactively flag the change, or did the stakeholder have to come find out first? Can't tell, ask. Can tell, reinforce it.

In your one-on-one, they mention messaging the stakeholder Tuesday morning, unprompted. You reinforce it: "Do that again."

03

SHIFT

Is this a pattern, or one good moment?

Changes get surfaced before anyone asks, not after they've already noticed. Check this holds across weeks, not just once.

Third time this month they've flagged a shift before being asked — not a lucky break, a pattern.

04

EMBEDDED

Is it showing up unprompted?

No prompting needed. They surface change by default, and stakeholders stop following up to check on things.

A stakeholder tells you, "I never have to chase them for updates." You name it: "That's your reputation now."



REPEAT UNTIL EMBEDDED

BEFORE (Old Pattern)

- The Practitioner waits to be asked.
- The change surfaces only when someone follows up.

AFTER (Embedded)

- The Practitioner sends the update unprompted.
- The change is surfaced before anyone has to ask.

THE GOAL

Consistent evidence changes are surfaced before anyone asks — without a reminder.