



Using the Platinum Rule When Coaching

By Michael Gravelle

Over the last decade a great deal of attention has been devoted to managing and coaching the four different generations that coexist in the work place: the Traditionalists; the Boomers, Generation X and Generation Y. While we at The McQuaig Institute® fully appreciate that there are intergenerational challenges - we know this first hand since our own staff members span several generations - we also contend that frequently there can be significant differences within the same generation, based on profile type.

As a manager I know that there are some employees with whom I always seem to be on the same page with and others where the opposite is true. When managing and coaching team members we often apply The Golden Rule, "do unto others as you would have them do unto you", but this doesn't work in situations where your employee has different motivators and sees things from a different perspective. In such instances it is best to apply The Platinum Rule, "Do unto others as they want done unto them."

Of course this can be tricky as it is never easy to put yourself in someone else's shoes. A deeper understanding of a person's motivators and de-motivators is essential to applying the platinum rule. The most recent version of the [Strategies for Coaching and Developing](#) report can be very helpful here. I recommend that you run it off for current employees next time you need to have a performance discussion. Of course there is no charge to re-run the report if you already have the person's Word Survey.

At the request of a client who wanted a snapshot of coaching tips for different profile types we recently created a simple document which should take some of the guessing out of applying the Platinum Rule. [Coaching Different Profile Types](#)

Enjoy the rest of the summer.

Sincerely,

Michael Gravelle, CHRP
Managing Director
The McQuaig Institute®