

USE THIS WHEN COACHING ISN'T LANDING — CHAPTER 10

The Effort Match Test

The moment you're working harder on someone's success than they are, you've stopped coaching and started carrying. This test helps you see which one you're doing.

TEAM MEMBER

Are they matching my effort?

Be honest. Not "could they" or "should they" — are they actually, right now?

**YES
/NO****✓ SIGNS THEY'RE MATCHING**

- ☐ Acts on feedback between sessions
- ☐ Comes prepared to conversations
- ☐ Asks for help proactively
- ☐ Takes ownership of outcomes
- ☐ Shows improvement over time
- ☐ Drives their own development

TALLY ☐☐☐☐☐☐ / 6**✗ SIGNS THEY'RE NOT**

- ☐ Same issues recurring after coaching
- ☐ Waits to be told what to do
- ☐ Nods but doesn't change
- ☐ You prepare more than they do
- ☐ Results depend on your presence
- ☐ Excuses without accountability

TALLY ☐☐☐☐☐☐ / 6YOUR TOTALS **Left (matching):** _____ / 6**Right (not matching):** _____ / 6**4-6 LEFT, 0-2 RIGHT**

Coaching. Keep investing — this is working.

MIXED SCORE

Borderline. Have a direct conversation about ownership.

0-2 LEFT, 4-6 RIGHT

Carrying. Shift from motivation to accountability.

NEXT STEP

Are you coaching — or shifting to accountability?

If you're carrying, the next conversation isn't about motivation. It's about standards. What specifically needs to change — and by when?

REMEMBER

Support people. Coach people. Believe in people. Just don't carry what was never yours to carry.

THE EFFORT MATCH TEST — AT A GLANCE

Are you coaching — or carrying?

Support should be matched by ownership. Coaching should be matched by action.

COACHING**CARRYING**

They match your effort. They own their outcomes. Your investment is returned.

You work harder than they do.
You care more than they do.
You're exhausted.

MARK WHERE YOU ARE RIGHT NOW**COACHING**

They're engaged. Progress is visible. Keep investing — this is working.

YOUR MOVE:

Keep coaching. Stretch them further.

BORDERLINE

Some ownership, some dependency. Worth a direct conversation about expectations.

YOUR MOVE:

Name it. Agree on what ownership looks like.

CARRYING

You want it more than they do. Shift from motivation to accountability.

YOUR MOVE:

Use C.S.B.I.A. Name the standard. Set the timeline.

THE HONEST QUESTION

If you stopped pushing, would they still move forward?

THE HONEST ANSWER

Don't carry what was never yours to carry.