

The CARE Framework

A SIMPLE FORMULA FOR EFFECTIVE 1:1S

DEVELOP ELITE TEAMS IN FOUR REPEATABLE STEPS

Well-resourced managers are the most powerful tool you have for driving and reinforcing winning frontline behaviors. Mastering the CARE framework transforms every coaching conversation into measurable performance gains.

Use this proven structure for developing successful, engaged reps. With CARE, manager-rep 1:1s are:

Calendared

Consistency creates momentum

Structured coaching sessions aren't random; they're scheduled consistently so managers and reps have dedicated time for growth.

Prioritize:

- Weekly 1:1 coaching blocks on the calendar
- Protected time that never gets bumped
- Builds expectation and preparation habits
- Creates rhythm for continuous improvement

In practice: Schedule coaching blocks. Block protected time every week for 1:1 coaching sessions. Consistency builds habit and expectation

Agenda-Driven

Purpose over randomness

Every coaching session follows a purposeful agenda focusing on priorities, data, behaviors, and outcomes. Each one should include:

Prioritize:

- Pre-set discussion topics and priorities
- Metrics review built into every session
- Behavioral focus, not just results
- Documentation for accountability

In practice: Use a coaching agenda. Every session follows a structured agenda focusing on metrics, behaviors, and growth opportunities

Rep-Led

Let them lead

Rep voices lead the conversation. Managers listen first and then coach, letting self-reflection and accountability lead.

This looks like:

- 70% rep talk time, 30% manager
- Questions over statements
- Self-discovery drives ownership
- Active listening builds trust

In practice: Let reps speak (70:30). The rep leads the conversation. Managers ask questions and listen. Self-reflection defines accountability

Exit Steps

Clarity drives action

Every conversation ends with specific, measurable next steps tied to behaviors and outcomes.

Make sure to include:

- Clear, specific action items
- Measurable success criteria
- Deadlines and accountability
- Follow-up built into next session

In practice: End every session with specific, measurable commitments tied to behaviors and outcomes

Why investing in manager-led coaching matters

Managers are a frontline multiplier. When they coach well, everything downstream improves.

Consistent manager-led coaching is proven to:

- **Drive predictable performance:** Managers are the decision-point where strategy meets behavior and they have the power to amplify rep execution
- **Convert insights into actions:** Training, tools, and coaching lead to sustainable results. Coaching reinforces learning and embeds behavioral change where it matters most
- **Shape culture and retention:** Rep satisfaction, confidence, and engagement rise with quality coaching, which cuts turnover and boosts team resilience

Ambition makes it easy to provide great coaching to every rep. Learn about AI-generated coaching pre-reads, automated 1:1 scheduling, “who to coach” recommendations, and more.

[Schedule a Demo](#)

