

**THE IMPACT OF MANAGERIAL COACHING ON EMPLOYEE
PRODUCTIVITY IN BANKING SECTOR IN HAMBANTOTA
DISTRICT**



By

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ABSTRACT

This study investigates the impact of managerial coaching specifically in the task guidance, task feedback and employee support dimensions on employee productivity in the banking sector in Hambantota District. As organizations place increasing emphasis on human capital development in search of competitive advantage, successful managerial coaching has emerged as an integral tool for influencing employees' performance and organizational success. This research aims to investigate the influence of different dimensions of coaching on employee productivity in the work environment.

Embracing a quantitative research design, the evidence was collected with the assistance of structured questionnaires administered to a sample of 230 bank employees in selected state and private banks in Hambantota. Data were analysed in SPSS 26 version using descriptive statistics, ANOVA, correlation, and regression analysis to verify the relationships and determine the strength and significance of each factor's effect on productivity. The findings indicate that all three aspects of managerial coaching - task guidance, task feedback, and employee support have a significant and positive impact on employee productivity. That is, employees who receive clear task-related guidance, constructive performance feedback, and ongoing support from their managers are found to demonstrate higher levels of motivation, efficiency, and goal achievement.

The findings emphasize the need to equip managers with coaching competencies to ensure that coaching practices are not only carried out but done so in a manner that aligns with organizational objectives. In conclusion, the study contributes to the growing body of literature on managerial development and offers practical recommendations for improving employee productivity through structured coaching practices. It highlights that task focused coaching and supportive managerial behaviors are essential for driving employee productivity in service-driven sectors such as banking.

Keywords: *Managerial Coaching, Task Guidance, Task Feedback, Employee Support, Employee Productivity.*

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