

Executive Coaching

SCOPE AND PURPOSE

A company's most valuable asset is its people, and it is people who will always make the difference in the long run. Today, companies are embracing Executive Coaching as the latest development approach for individuals who are:

- Leaders or targeted future leaders facing new or increased responsibilities or movement into higher management levels that require stronger leadership skills
- Needing to learn or fine-tune specific skills
- Having derailment problems and need help to get back on track and adjust to demands
- Facing transition into a new career

The purpose of Executive Coaching is to help participants' address strengths and weaknesses, reach maximum potential, attain life balance, and grow personally and professionally toward positions of future leadership.

WHO USES EXECUTIVE COACHING

Professionals, managers, sales people, and executives who are leaders, key players, or who just want to improve.

WHAT IS REQUIRED

Top performers and winners are characterized by individuals who are committed to, and assume responsibility for, their own success. They seek to understand themselves, and then set specific, measurable goals in all areas of life and develop detailed action plans for accomplishment.

Coaching most benefits those who desire success in life and are willing to pay the price. Our program is designed for those individuals who want "more".

HOW YOU WILL BENEFIT

Participants benefit by:

- Acquiring better understanding and vision of professional and personal success in life
- Setting professional and personal goals and developing action plans in eight areas that

contribute to attaining success and life balance

- Accelerated performance, development, and productivity improvements through personal commitment and taking action to change
- Having the focused attention of a coach who is seasoned, knowledgeable, and available when needed and who serves as an objective outside resource and trusted sounding board

THE COACHING PROGRAM

Executive Coaching is tailored to the individual and can take several forms depending on client needs. In general, the coaching program features:

1. Initial compatibility interview
2. Client intake package and workbook
3. Personal assessment and values identification
4. One-on-one introductory goal setting meeting
5. Regular, continuous, and confidential one-on-one interactions with a highly skilled professional coach.
6. Quarterly progress reviews oriented toward specific measurable results

THE COACHING SITUATION:

Companies and individuals should review their situations and ask themselves some questions before considering coaching. For example:

- Is the individual ready, willing, and able to accept coaching?
- Does the individual possess the basic skills and abilities to get the job done after receiving coaching?
- Have specific areas been determined on which to work to effect change?
- Is it generally understood that coaching is designed to focus on changing behavior and not changing individual values or personality?
- Does the company and culture support changes that the executive is trying to make?
- Do all parties understand that the coach is merely a catalyst for change and that true change can only come from the individual.

AREAS FOR DEVELOPING SKILLS

Executive coaches address a variety of issues in preparing individuals for leadership and more responsibility. Clients benefit because the coach has no agenda and they can relax and focus on improvement. With peers and subordinates, executives may not get the honest feedback they need for personal growth and change.

A few of the areas where help is often needed are:

1. Modifying interaction or behavioral style
2. Dealing effectively with change
3. Building trust in relationships
4. Improving all communication skills
5. Balancing work and personal life
6. Clarifying and pursuing goals
7. Identifying and leveraging specific skills and time for greater productivity

THE POWER OF PERSONAL COACHING

Experience shows the power of personal coaching is in the ongoing interaction between coach and participant as the individual moves toward greater success. This interaction takes the form of three key ingredients for effecting personal change:

1. Personal interaction with a coach
2. Personal accountability for change
3. Personal application of learned skills

Surveys show personal coaching to be more effective than traditional training methods in every category when utilized for periods of 10-12 weeks.

TIME AND PLACE

Coaching interactions may take several forms or combinations. Initial face-to-face sessions are usually held on client premises but may be held offsite if necessary. Telephone conversations are held during business hours.

THE COACHING PROCESS

Executive Coaching consists of a series of one-on-one interactions between coach and employee. It may take several forms including face-to-face meetings, telephone conversations, exchanging Email, or workshops.

Phase One

Individuals are provided an intake package and asked to complete several assessments that help in better self-understanding. The level of assessment depends on the situation and client needs.

The client's intake package includes the Behavioral Style Analysis and Personal Interests, Attitudes, Values (PIAV), Attributes Index instruments. Salespeople may also receive the Sales Strategy Index™.

A 360-degree assessment is also available to provide feedback on the individual's actions through the eyes of others.

Phase Two

Next, individuals meet with their personal coach to review the results of their assessment, discuss their personal vision, and review long and short-term goals to accomplish during the coaching period. The individual then commits to their personal and professional goals in writing.

Phase Three

Working with the coach the individual develops a list of competencies required for achieving success in achieving their goals. They identify areas of improvement and things that are stopping or could stop them from attainment of the goals.

Phase Four

The individual then develops and commits to an action plan with dates for accomplishment.

Throughout the process, coaches may serve as devil's advocate, trainer, facilitator, motivator, sounding board, or confidant. Participants receive assistance in focusing attention, establishing personal and professional boundaries, and challenge/support for change.

Clients are given homework between sessions and expected to spend time practicing skills and preparing for their calls. The coach is always available through telephone and e-mail contact.

Clients can always expect honest communication from their coach and sound advice that, if acted upon, will improve performance.