

Executive Coaching

What is Executive Coaching?

Executive coaching is an integrated development process which helps individuals to grow through the setting and achievement of goals in which they believe passionately. It is;

'A structured conversation and a rigorous process which brings results; its aim is to develop an individual or individuals both professionally and personally, optimising their potential in work and life, maximising performance and acting as a catalyst to creative thinking, new opportunities and inspiring results.' From *The S-Factor a Coaching Handbook*

Executive Coaching taps into the individual's unique experience, talents, and wisdom. It coaxes out improvements, be it a new product, a new way of doing business, or a new way of interacting with and leading others. As coaching enables the individual to fulfill their potential, a coaching culture enables the organization to do the same.

Coaching is extremely relevant to executives and leaders within a wide range of organizations. It drives a culture of high engagement and positively focused energy throughout the organization. The process itself enables individuals to step back from daily routines and identify new solutions to those insurmountable problems which are often too challenging to even acknowledge.

The executive coach

- ✓ *Brings out the best in people*
- ✓ *Challenges them to grow, to search for new answers and perspectives*
- ✓ *Is neutral, from outside*
- ✓ *Is invaluable in giving clear, objective feedback and offering distinctions the executive cannot see for themselves*
- ✓ *Develops business leaders by observing them and guiding them into new practices*
- ✓ *Highlights habits, encouraging them to improve*
- ✓ *Enables them to excel in areas they may not have even thought possible.*

The process of Executive Coaching develops powerful leadership within organisations, promoting a constantly evolving and dynamic culture where learning and development is embraced as the norm, and all individuals understand and actively engage in their contribution to achieving the organization's goals.

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Management

Team Building
& Leadership

Entrepreneurship
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Why coach?

Organisations depend on leaders at all levels to lead them into a successful future. However, the road to success is more difficult than before, with invisible pressures that prevent many talented managers from fulfilling their potential.

They are under increasing pressure to deliver bigger, better results, and lead their organizations through complex and ambiguous change. They are expected to manage remote teams, secure competitive advantage, anticipate customer needs - and do it better, cheaper, and faster than ever before.

They need to sharpen their leadership and evolve at a faster rate than ever before; they need individualized development, and support that can enable a quality of thinking and action that keeps them at the top of their game, a unique combination of leadership skills, strategic planning and personal growth. They need an Executive Coach.

Testimonials:

"Apart from getting some good techniques for use in meetings from my coach, the benefit (of Executive Coaching) was in spending time on tasks and decisions I had been putting off as too difficult or not urgent enough to deal with. With things where I wasn't sure what to do next, after the conversation I left with nothing standing in the way. It gets clarity. I'm forced to think more deeply. Normally in a 1:1 we tend to leap to the first solution but that doesn't happen because the coach probes more and challenges me so I fully think through implications, consequences and options, and choose better solutions."

Gavin, Director of Finance

"I've used the coaching sessions to look at things I need to do or would like to do, projects and improvements I want to consider in my work and problems to solve. Among the key insights for me is the fact that it's enabled me to condense thoughts which might have taken several weeks so as (sic) to arrive at a way of proceeding. It's very useful to be asked the right questions and to be challenged – I don't get this from others. The awkward questioning makes me think more radically and question my assumptions – sometimes they are what I need to start me thinking in a different way."

Allon, Senior Leader

"I started the coaching programme because I wanted to address some specific aspects of my communication style ... Linked closely to this and equally or more important was the opportunity to examine my leadership style and where I want to go with it. Having the space to discuss aspects of my job and leadership, in confidence, was extremely valuable. And the depth of reflection that was possible is due to the mix of questioning and feedback from my coach. Without Alison's commitment, engagement and the process itself - not a superficial process, it was demanding even exhausting – it would not have been so useful."

CEO, Global IT Company

"I have really enjoyed our coaching relationship over the last 6 years working on creating a coaching culture in Gosforth Academy. The quality of work you did for and with us was of the highest standard. It is a real regret for me that ever reducing budgets mean that I have to give more priority to costs than previously. I very much hope we will remain in contact and hope that we will have the opportunity to work together again in the future. I see many benefits for staff... Coaching for new Middle Managers gets individuals to the strategic and innovative level faster. Before they would have spent a whole year getting to grips with procedures, systems and processes before they could consider the strategic and innovative side. Coaching produced a marked and sustained improvement in one quite high-profile case."

Corinne, Director HR

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