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RESEARCH & INSIGHTS

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Executive Coaching - A Powerful Catalyst to Becoming the Person You Most Want to Be

Everyone knows for a fact that a professional athlete needs a coach to support them, navigate challenges and devise strategies for success, but what about our business leaders?



The business environment is changing at a pace never seen before. It is complex, it is dynamic and as leaders we need to learn how to withstand the pressures that we are up against. That is no easy task especially when living in this pandemic-era that has already left us feeling overworked, overwhelmed, and stressed out. Our teams today are 'leaner' than ever, we need to do more with less resources and it's a lot to handle. Communication is breaking down and there's just so much to do operationally that it feels like there's no time to lead.

Business leaders can benefit from Executive Coaching too. According to the International Coaching Federation (ICF), coaching is defined as partnering with clients in a thought-provoking and creative process that inspires them to maximise their personal and professional potential.

Athletes may have their fitness and nutrition coaches, but business leaders should consider executive coaching for their growth. We all have a set of knowledge, skills and capabilities that serve us well as mid-level employees but that limit our effectiveness as we transition to more leadership driven senior roles. Coaching helps to hone in your skills and prepare you for your future role and business requirements.

You have to slow down and get the right support. There are a countless spill-over benefits from having a leader receive coaching such as: more engaged teams, improved communication, greater work-life balance and a strong corporate culture. Coaching can be priceless when both the coach and coachee are well aligned before jumping into a programme and if the coachee is in the mindset to be coached.



So your company has decided that they want you to get executive coaching.

Typically, you will have an internal sponsor, yourself as the coachee and the external coach engaging into an agreement. You must have an agreement in place before starting coaching because what doesn't get measured, is unlikely to get done.

As you start to develop this agreement, you must decide on the things that you as a company or as an individual want to improve on. Executive Coaches I've spoken to, including our own coaching team members, often take the following approach:

1. Identify 3 or 4 development attributes or objectives
2. Identify 5 or 6 activities that you wish to focus on
3. List the outcomes that you wish to achieve and how they will be measured

The above points are to be signed off by the sponsor, coachee and the coach, and will usually last for 6 or 12 months with periodic reviews around months 3,6,9 and 12. The coach will work with the coachee to make sure the planned steps are tailored to the coachee's unique personality and needs.

Preparing yourself to make the most out of your coaching engagement

Understand that:

- Coaching is a comprehensive process that may involve all areas of your life, including work, finances, health, relationships, education and recreation
- Feelings are a normal and healthy part of being human and that throughout coaching, awareness and curiosity will be brought to your feelings so that you can make more informed choices
- It is important to be honest with yourself

Coaching often works best when you decide to allow yourself to be coached. Be open to the positive changes. Allow your coach to unlock your untapped potential, help you work on specific skills and proficiencies, and really stretch your thinking. Well-designed coaching should help to develop realistic and achievable professional goals whilst creating a platform for measurable results.



Concluding Thoughts

Being the coachee can be a little daunting at first, but if you choose to be committed to your objectives and excited about leveraging your strengths, you will find executive coaching to be a powerful stimulant for your personal growth and development. You will see yourself more clearly, see others more clearly, learn new ways to respond and build more productive relationships all whilst becoming the person you most want to be.

Executive coaching can help a business leader by:

- Providing a roadmap of options to deal with complex issues you have not previously mastered
- Working with new thought processes and structures to create personalised strategies to thrive
- Developing a personalised plan for success
- Outlining specific action steps for achievement

We are happy to recommend / direct you to an ICF accredited coach in your location if you wish to explore how coaching may be able to assist you in the career journey.

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