

Executive Coaching

The Leadership Edge

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How Does Executive Coaching Work?

An Executive Coach provides powerful help to assist each leader to reach their best. Coaching for each person is individual in nature. No two people need exactly the same coaching, since it emerges from the needs, circumstances, personality and goals of the individual. Therefore, a coaching relationship must be confidential, truthful, courageous, objective and results oriented.

The best executives recognize the fundamental connection between their effectiveness as a person and their effectiveness as a leader. They acknowledge the dual responsibility to grow both as a leader and as an individual. Most executives wish that they could synthesize the process of personal support with the vital strategic dialogue necessary to achieve business goals so that life would not need to be fragmented into business and personal components with separate advisers in each arena. This would save time and support results in each part of their life.

Coaching requires the application of the experience and skills of a trained psychologist and business strategist. To be effective, a coach has to create a partnership with the executive, with deep trust at the core of the relationship. They **both** must be committed to success in business and life.

The Leadership Edge provides an integrated Coaching process that cuts to the core issues. The focus of coaching is to assist the individual to discriminate which actions are vital and which are not to achieve their goals. Issues range as wide..

No issue is too small if it leverages attention or action as a means to assure desired results. The coaching dialogue:

1. positively challenges assumptions about business and life
2. explores blind spots
3. defines limiting factors in thought, feeling, and action
4. penetrates restricting patterns of thinking
5. generates strategic options to address tough issues

The language of coaching is simple, direct, and accessible. The coaching dialogue helps the leader explore blind spots and penetrate action patterns that interfere with success. Moreover, the coaching process can generate and examine positive strategic action alternatives when faced with life choices.

Structure of the Coaching Relationship

The structure of the coaching relationship is simple and yet flexible enough to handle diverse geographies and schedules. It includes:

1. regularly scheduled, customized one on one meetings
2. regular phone support and consultation.

Four types of coaching are modeled, practiced and tested. These four areas are the essential components that an executive needs to be an effective coach of their team. They synthesize an approach that minimizes the natural resistance that appears when people make attempts to change.

1. project coaching
2. personal coaching
3. performance coaching
4. systems coaching

Who is Ready for Executive Coaching?

Coaching is appropriate:

- for those leaders who are committed to learning and who see it as part of their next maturational step
- for executives who want to be more effective in meeting their challenges and want a context to safely explore such issues.
- for those who want to be their best in every realm of their life

How to Get Started

The steps are straightforward

- . An extended personal interview becomes the basis for the definition of the work.
- A set of goals are established
- A work plan and a timetable is crafted.
- Both the coach and the executive must be sure that the match is right for each of them. A working relationship depends on the mutual sense of a good fit.
- The plan is executed and regularly evaluated for results.

Why Choose The Leadership Edge?

1. *Personal Attention* - the power of 1:1 direct guidance and dialogue that addresses the most important issues

2. *Custom Approaches* - each person receives input and strategy that is tailored to their unique situation

3. *Experience* - years of hands-on experience in dealing with the most challenging personal and organizational crises and problems

4. *Practical Language and Strategies* - everything is addressed in simple everyday language with no fancy talk or complex theory

5. *Satisfaction Guaranteed* - we believe so deeply in our services, we guarantee your satisfaction

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