



Q. Who needs executive coaching? A. Every senior manager in business!

And here is why...

It is an undisputed fact that today's business environment is characterised by the ever-increasing pace of change and soaring levels of unpredictability. To keep on top of competition, businesses need to absorb new technologies, respond to new market trends that emerge every day, and form new types of alliances, constantly updating their structure and strategy. Companies' need for highly skilled, committed and adaptable staff has never been more acute - and that at a time when neither employers nor employees tend to offer each other long-term loyalty.

Why Executive Coaching ?

Today's businesses are driven by people's hearts and minds - as much as by technology. Misjudgment in allocating tasks to people, a personality clash resulting in the departure of a key salesperson or technical expert, overwork ending in burnout, and failure to create team synergy are just a few examples of how a lack of the so-called "soft" management skills translates into financial loss. On the other hand, timely feedback, skilful motivation and hiring decisions based on accurate personality assessment often result in an instant boost to productivity. All these challenges call for an exceptional kind of senior executive - a person who leads rather than drives people to their peak performance, who combines iron determination with flexibility, and perceptiveness with incisive analysis. A real business leader of today thrives on uncertainty and change, learns from every experience and is eminently resilient to stress.

**Are you such a super-executive? Do you have many people like this on your team?
And if not, why not?**

Many top executives have an inborn talent for management. But even the Three Tenors have skilled and trusted professionals behind the scenes, who help them reach new heights of creative excellence and find remedies when their vocal chords get overstrained. This is exactly what executive coaches do for the Pavarottis and Domingos of the business world.

There is some truth in the saying that it feels lonely at the top. It need not, but it often does. Many senior executives experience a sense of isolation. There is a strong pressure on a leader always to be confident and "on top form", yet real growth is impossible without temporary disorientation. How can these two needs be reconciled? Executive coaching provides a confidential and supportive environment where clients can experiment with new ideas and behaviours without loss of face or risk to their career.

Who can get what out of Executive Coaching?

Executives will enhance their performance and career prospects through:

- achieving more in less time
- greater resilience to stress and pressure
- enhanced ability to influence people at all levels and create synergistic teams
- increased capacity to learn and "think big"
- managing change and uncertainty with confidence
- handling conflict with calm and integrity
- a better work-life balance

Benefits to their organisation will include:

- retention of key people who feel valued
- higher productivity through constructive handling of conflict
- increased levels of innovation and creativity in business decisions
- positive role models for other managers and staff
- less stress-related illness and executive derailment

An organisational climate where people willingly give of their best.

THE PROCESS

Executive coaching is tailor-made - each programme evolves as the coach and client explore together the client's development needs.

While many clients know from the outset what issues they want to focus on, further development areas usually emerge in dialogue with the coach. After carrying out a joint SWOT analysis supported by psychometric measures, a plan of action and criteria of progress are agreed. It is often helpful to start with an intensive coaching programme spanning several days, with subsequent follow up at increasing intervals as new skills take root. Alternatively, coaching sessions can be spread more thinly over a longer period of time. In the interim, clients can arrange for regular contact with their coach via telephone, fax or e-mail, so they get support when they need it most.

Although it is important to harmonise the overall expectations of the individual client and the organisation from the coaching programme, the actual content of each session remains strictly confidential between the person and his coach. This ensures that issues are explored deeply, honestly and with a lasting result.

TO DISCUSS YOUR REQUIREMENTS CALL 0208 8680 0766