

# Executive Coaching

An Executive has a busy life and rarely invests time in their personal development. In contrast they will authorise training budgets for staff development to support business success. An Executive doesn't stop learning, doesn't suddenly cease to benefit from opportunities to talk things through, to explore issues and options. So why do Executives stop investing in their own development?

Dr Ridge, Chartered Psychologist and Chairman of APECS Board of Directors says that is now changing. "One-to-one coaching has seen an explosion in popularity because it enables bosses to bare their souls in an environment of confidentiality. *What executives like about coaching is that it provides, at its most effective, attention to their unique circumstances.* Especially at higher levels in organisations, life is more complex than the theory textbooks often present."

Below are the results of studies into the ROI of coaching but in essence executive coaching:

- Provides a clear, interruption free space in which you can explore issues of the day in a supportive environment
- Improves your awareness, purpose, competence and well-being
- Becomes your auditor so that you focus on action
- Through dialogue and enquiry creates higher levels of organisational effectiveness.

*So what would you want to talk about?*

## How it works

- Executive coaching can be commissioned by an employer or an individual
- There is a "getting to know you" one hour session before the formal coaching period starts
- Through discussion the coachee will identify high level areas they wish to address and agree how the coaching period will be arranged
- A coaching agreement will be completed so both parties know what is expected
- At the end of the coaching period there will be a review of how far the coachee has come and agree the next steps, which may or may not include extending the coaching period
- When coaching ceases there will be one month's continued on-line or telephone support available
- Additional support may be available on a retainer basis

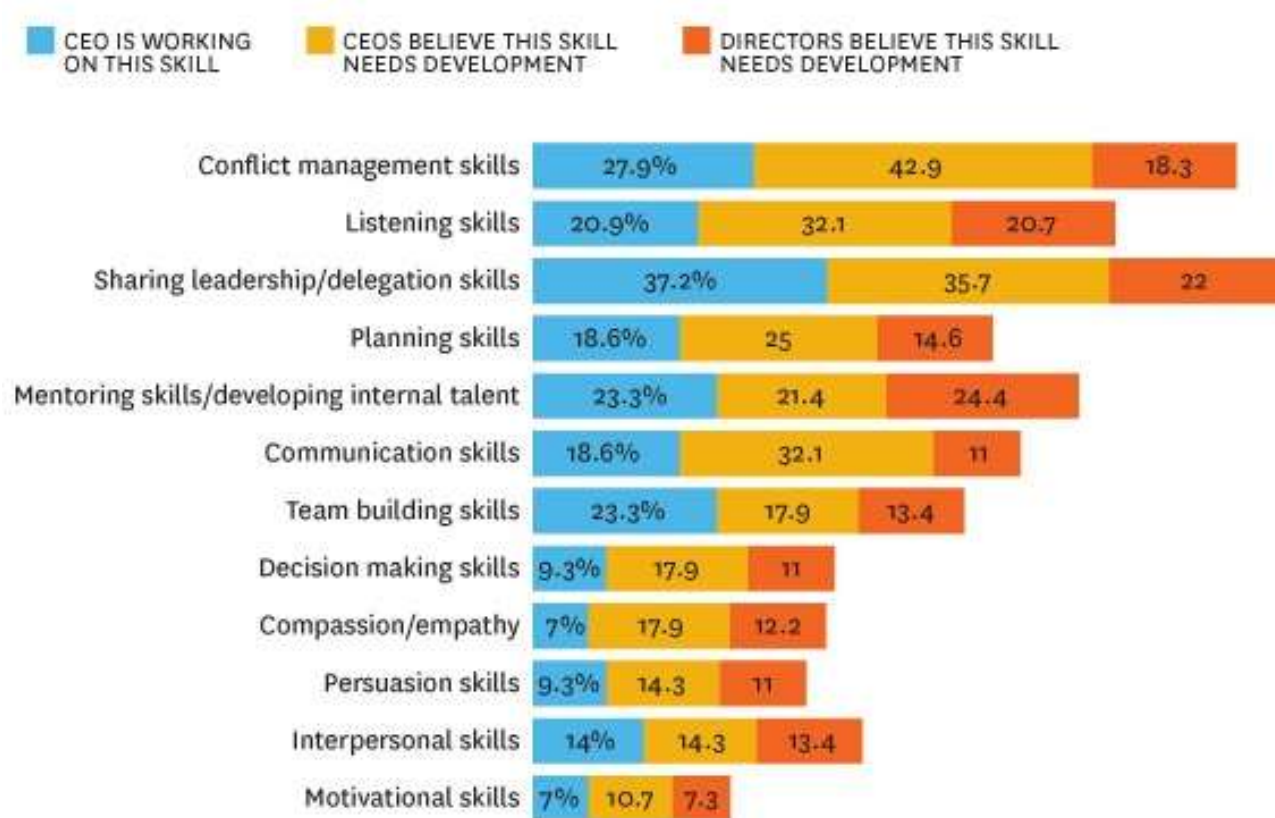
## Here comes the science

A study from Stamford University identified the areas that executive coaches most commonly cover at the request of the CEO, MD or Directors. Unsurprisingly sharing and developing leadership skills came top, closely followed by dealing with conflict. Third was around enhancing their own listening skills so that they could then, fourthly, develop internal talent. A full list is shown in graph form overleaf.

In studies of blue-chip companies senior executives have identified five significant benefits of executive coaching as a leadership development strategy. They are:

1. Continuous one-to-one attention
2. Expanded thinking through dialogue with a curious outsider
3. Self-awareness, including blind spots
4. Personal accountability for development
5. Just-in-time learning.

## Stamford University bar chart



SOURCE 2013 EXECUTIVE COACHING SURVEY, STANFORD UNIVERSITY AND THE MILES GROUP

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Very similar outcomes have been reported by executives in businesses of all sizes from multi-national companies to SMEs and start-ups.

- More success in achieving their business goals by better understanding business objectives
- A sense of purpose for their company
- Clarity - knowing what to do and how to do it
- Increased business growth
- Increased self-confidence
- Better work/life balance
- Improved motivation and performance
- More open, honest and supportive relationships
- Improved strength and commitment of the management team
- Increased skills in creating, adapting to and accepting change as a challenge rather than an obstacle.

### It is no longer a case of should I use an executive coach but when can I start?

To find out more and have an obligation free conversation about how Executive Coaching can help you, email [laura@mtc2.co.uk](mailto:laura@mtc2.co.uk) or call 0796 957 2964

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