

## EXECUTIVE COACHING

### Who Needs Executive Coaching

Our Executive Coaching process is beneficial and applicable for **all levels of leadership**: senior executives, directors, middle managers, new managers, project leaders, as well as high potential individuals in key roles.

Executive Coaching is especially valuable for **leaders dealing with the following challenges or situations**:

- Experiencing performance difficulties: delivering results, managing key relationships
- Transitioning into a new leadership role
- Improving personal effectiveness: interpersonal and communication skills, influence, organizational savvy
- Accelerating progress: business results, career advancement
- Developing the skills needed for success in a new or increasing area of responsibility or new business
- Getting candid and reliable performance feedback on which to base a development plan
- Launching a new team or rejuvenating an existing team
- Dealing with work-related stress or burn-out

### Overview

Executive Coaching is a proven coaching process designed to assist executives and managers in developing their full potential, while achieving business and personal goals.

Our Executive Coaching practices deliver measurable, bottom-line business results. That's just one reason why we are often the preferred choice for executive coaching. Whether the executive is a new hire or changing roles within the same company, our results orientation includes a built-in process to provide quick, reckonable outcomes that translate to a positive ROI for our clients.

All of our Executive Coaching processes are conducted through one-on-one interactions, driven by input from multiple perspectives and based on mutual trust and respect.

In order to achieve maximum impact and actionable results, we believe a solid partnership among the organization, the executive, and the executive coach is essential. To facilitate this partnership, we approach it from a systems perspective keeping a strong results orientation and business focus.

## The Executive Coaching Process

We offer a wide range of value-added coaching services that are tailored to meet the needs of executives and managers. Each service is designed to increase work performance and job satisfaction. Additionally, our programs have proven to improve peer relationships, accelerate job transitions, which result in job promotions and enhance agreed-upon business results.

We work with our clients in a **4-Step Coaching Process**:

### 1. Pre-Coaching and Contracting Activities

- § Conducting a chemistry check and matching of the executive with the executive coach
- § Gaining a clear definition and agreement on the outcomes of the coaching process from the perspective of both the executive(s) and the organization.

### 2. Assessment and Goal Setting

- § Gaining multiple perspectives from qualitative and quantitative input in which to base a developmental action plan
- § Setting S.M.A.R.T. goals that are based on valid and reliable data and exemplify how the executive or manager should learn new skills, change a behavior, work on organizational priorities or achieve specific business results

### 3. Coaching

- § Providing a safe and confidential environment in which the executive or manager can feel comfortable taking the necessary risks to learn and develop
- § Ensuring that the practical activity of coaching is based on the principles of adult learning: awareness, action, and reflection

### 4. Transition to Long-Term Development

- § Applying the results of the coaching to the executive's long-term development, which includes the joint preparation of a plan identifying future areas of focus and action steps
- § Identifying an appropriate person within the organization to support and monitor future development

In addition to our customized programs, we offer **4 Executive Coaching Packages**:

#### **Onboarding: The Leadership Transition Process™**

A coaching process designed to help newly appointed leaders make a successful start and effectively manage their transition into a new role. We work with the leader to PAM – plan, anticipate and manage the issues, challenges, and phases of his or her transition.



### **Reach Your Potential**

Our coaches work with organizations to develop the high-potential individuals that have been identified as key to the organization's future. We focus on developing the skills needed for success in new or increasing areas of responsibility.

### **Boost Your Skills**

A coaching process designed to support valuable executives and managers who are experiencing specific performance, relationship or team management roadblocks. We identify the causes and offer alternatives to help the leaders to get back on track.

### **Jump Start Your Team**

Our coaches work with the leader and members of a team to establish vision, mission, goals and rules of engagement for the team. The team leader and members may also be coached individually to facilitate team meetings and build the effectiveness of the group as a high-performance team.

### **Outcomes of Executive Coaching**

- § Sustainable delivery of high-impact business results
- § Personal growth, renewed enthusiasm
- § Self-awareness of thought / behavior patterns and passions
- § Innovative solutions to business and organizational needs
- § Awareness of others' perceptions of a manager's leadership style and skills
- § Recognition, discussion and development of strengths and skill gaps
- § Alignment of personal focus and goals with organizational objectives
- § Improved communication that creates greater success

### **Coaches**

Mary Cornetta-Brown  
Principal, Cornetta-Brown Associates  
PCEC – Professional Certified Executive Coach

Mary Chevalier  
Principal, Attain International

John Haskell  
Principal, Teamwork International