

"The Effectiveness Of Executive Coaching"

Results from international research



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The Power of Executive Coaching:

“However good people are, we believe that they can always be better!”

Executive Coaching is widely recognised as an investment that generates a tangible business pay-back whilst at the same time helping talented people achieve their personal and professional goals more quickly.

Many directors and managers embrace executive coaching because it provides a more refreshing, motivational and self-empowering experience than traditional forms of learning. It is also increasingly perceived as a valuable commitment by the company to employee's personal development and one that is often linked to seniority and talent.

Coaching is designed to be very practical and above all results, action and learning orientated - it leverages people's strengths, improves effectiveness and produces positive business results more quickly than can be achieved alone.

As professional coaches we act as a sounding board, we help people to focus on the important issues, we hold people accountable to agreed actions and we provide a catalyst for positive change - in effect we "shine a torch" whilst our clients have both hands free to manage the tasks required to achieve their goals.

“Have no regrets about the decisions you make”

When Should You Consider Using An Executive Business Coach:

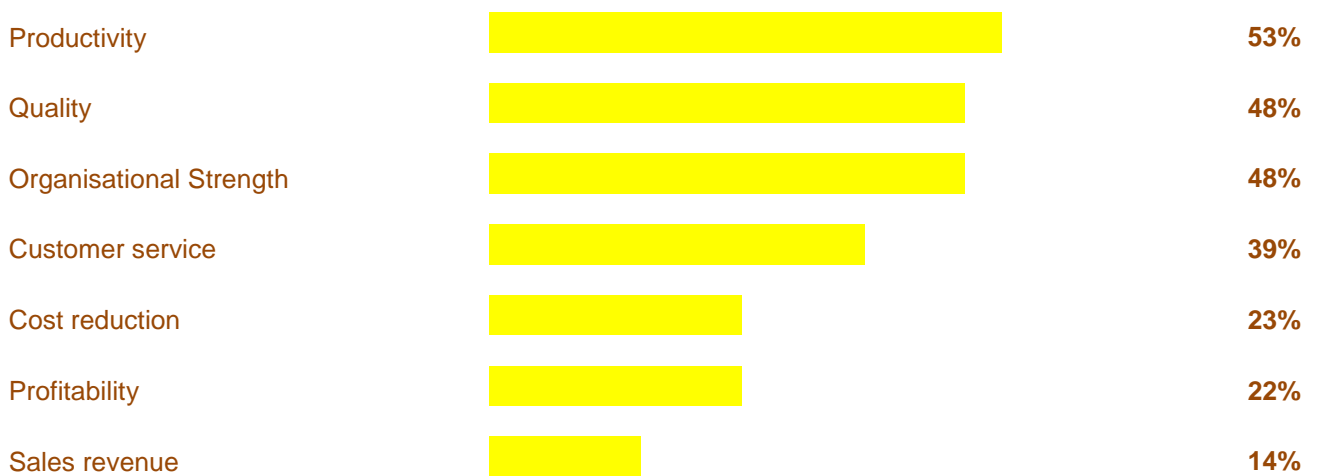
The use of Executive Coaching is wide and varied but typical situations where coaching can provide significant benefits include the following situations where there is a need to:

- **Improve an individual's performance to achieve better results** – by using our core function of one-to-one performance and leadership coaching we leverage people's strengths, improve decision making and produce positive business results more quickly than can be achieved alone.
- **Support the organisation's leaders** - it's often lonely at the top and a coach can provide an experienced sounding board, a valuable safety net and an alternative perspective not usually available from colleagues and friends. A coach can help provide new strategic insights and support.
- **Help “high flyers”** - a coach can help provide extra “risk free” guidance to younger fast-track executives who have ability but may lack some hands-on experience.
- **Overcome managerial underperformance** - when a manager has some weaknesses which cause internal conflicts or poor performance a coach is often best situated to help them recognise the problem and figure out the best ways to turn things around.
- **Build high performing teams** - we help organisations build high performing teams built around a unifying purpose and well proven methodologies and tools to ensure they achieve the key goal of any team – “better decisions – faster.”
- **Improve communication throughout the business and with customers** – we use a simple model which shows you how to understand others' behaviour and use this powerful technique to improve productivity, motivation, business results and to reduce negative conflict.
- **Improve sales performance** – we provide a comprehensive route map and proven coaching techniques guaranteed to improve sales performance and overall customer satisfaction.
- **Create a strong unifying sense of culture** - we help identify “the way we do things around here” to agree values and vision in order to drive commitment, engagement and passion across the business.

The Manchester Review – 100 executives of Fortune 500 Companies

- ROI was nearly 6 times the cost of the coaching programme (a 2 month payback!).
- 86 % “very satisfied” or “extremely satisfied” with Coaching.
- 73% considered goals to have been reached “very” or “extremely effectively.”
- 93% would recommend coaching.

Tangible business impacts



Intangible business impacts



Research by American Society of T&D

ACHIEVING GOALS

Commitment and accountability are crucial to achievement. **The American Society of Training and Development (ASTD)** conducted research on the probability of individuals' completing a goal.

- Have a specific **ACCOUNTABILITY APPOINTMENT** with a coach
- Make a **COMMITMENT** to a friend or coach
- Devise a **PLAN** of how to do it
- Decide when to do it
- Consciously decide to adopt an idea
- Hear an idea

PROBABILITY OF SUCCESS



Research by Vision Quest Consulting

Vision asked corporate clients to evaluate the results they achieved after one year of coaching and they reported:

100% increased their ability to deal with key business challenges by 75% or more.

79% reported their vision and goals had 50% more clarity and purpose.

100% increased their leadership skills by 50% or greater and they felt more effective as leaders.

78% increased their productivity at work by at least 50%.

100% improved working relationships with peers by at least 50%.

100% improved working relationships with direct reports by at least 50%.

56% felt their working relationship with their boss improved by at least 75%.

88% improved their job satisfaction by 75% or more.

76% reported they now communicate 75% more effectively at work.

68% increased their effectiveness with/on their team by at least 75%.

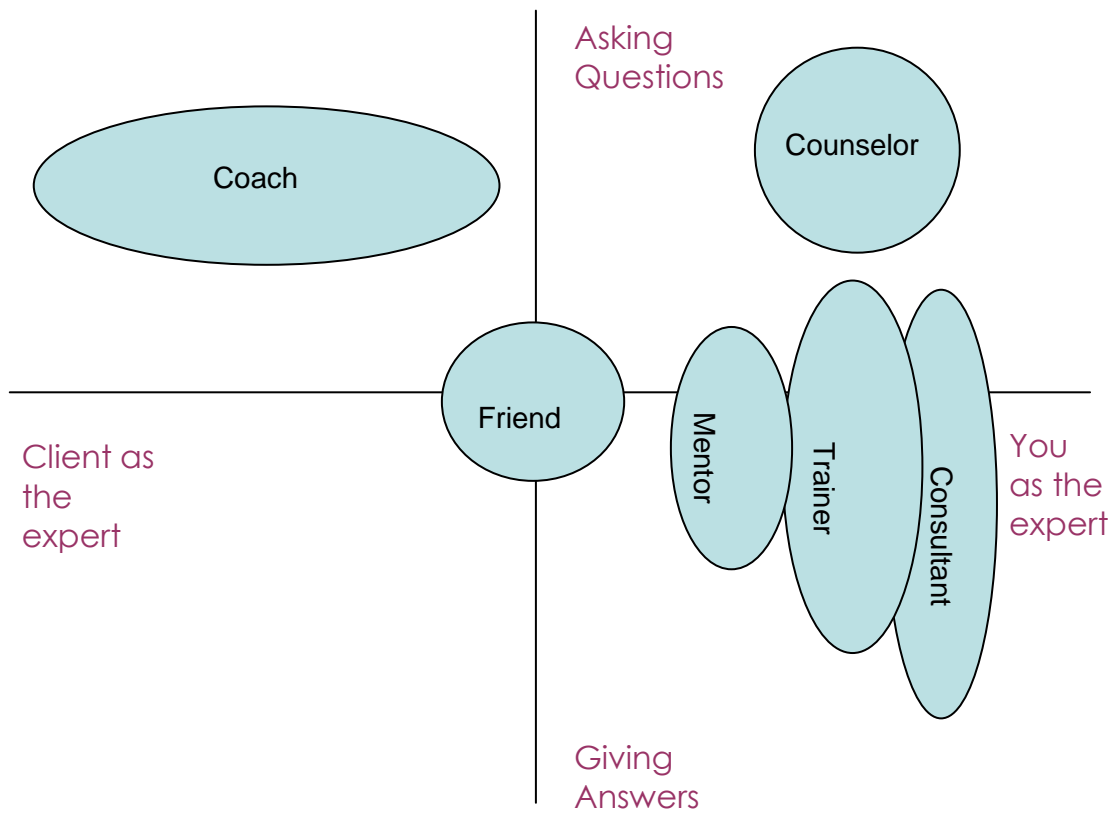
100% increased their ability to deal with conflict by at least 50%.

80% increased their ability by at least 50% to stay focused under pressure.

67% are now able to balance work/life issues 75% more effectively.

100% would recommend leadership coaching to their friends and colleagues.

The Role Of a Coach



The client is naturally:

Knowledgeable

Creative

Resourceful

Skilled

Capable

Committed

The client is often:

Restricted by self limiting beliefs

Stuck in their comfort zones

Lacking a support structure

Blind to new ideas/options

Fearful of undertaking actions or voicing concerns

Concerned about their capability

In Summary – The Benefits of Executive Coaching:

Improves business performance

Produces positive change

Increases competence

Produces results faster than typically achieved on your own

Improves the quality of the decision making

Improves your current effectiveness and competence

Prepares you for higher levels of responsibility

Helps your business become more profitable

Enables you to spend more time with friends and family

Expands choice

Provides a sounding board and an external perspective

Facilitates a change process more quickly

Develops self trust

***“Helps ensure that you have no regrets about the
decisions you make”***

The Key to Coaching Success:

The “coachee” must:

Retain a strong desire to improve.

Remain open to new ways of thinking.

Be willing to be patient – knowing the results will be worth it.

Be willing to commit to agreed actions and be accountable for following them through.

Be willing to receive feedback even when it's mixed or negative.

Be willing to commit time and meet your obligations to attend all scheduled coaching sessions.



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