

Coaching is the focused application of skills that deliver performance improvement to the individual's work in their organisation, through robust support and challenge. The coaching process should yield learning and personal development for the executive, and help them to contribute more of their potential. This collaborative relationship will be short-term and practically focussed, and will be marked by clear, strong feedback.'

"Coaching, Mentoring and Organisational Consultancy"
Hawkins and Smith

Fact Sheet: Executive Coaching

What is coaching?

Coaching is a simple and effective conversation which allows people like you to take time to find answers to the challenges and opportunities which you are facing at work.

What difference will executive coaching make to my team's performance?

Coaching has significant benefits for the recipient and the organisation. The Industrial Society's "Managing Best Practice" series surveyed 5700 human resource and personnel specialists and asked: What would you say were the main benefits of coaching to the recipient?

Generates improvements in individuals' performance/targets/goals	84%
Increased openness to personal learning and development	60%
Helps identify solutions to specific work-related issues	58%
Greater ownership and responsibility	52%
Developing self-awareness	42%
Improves specific skills or behaviour	38%
Greater clarity in roles and objectives	37%
Corrects behaviour/performance difficulties	33%

Will I get a return on my investment?

The same study asked what were the **benefits of coaching to the organisation?**

Allows fuller use of individuals' talents/potential	79%
Demonstrates commitment to individuals and their development	69%
Higher organisational performance/productivity	69%
Increased creativity, learning, and knowledge	63%
Intrinsically motivates people	57%
Facilitates the adoption of a new culture/management style	39%
Improves relationships between people and departments	35%

If your organisation is going to invest in coaching, it is important to negotiate from the outset how the organisation will learn from the one to one conversations taking place. This will be negotiated in the discussion between you, the coach and the people who will be receiving coaching and will ensure a well thought out agreement for confidentiality and feedback.

How often? How long? How much?

This will be negotiated with you to ensure that the coaching conversations are convenient, cost effective and do not create dependency. Some organisations buy a package of



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“Coaching is the glue
that joins the
organisation together”

Jackie Keddy, Coaching
Champion , Metropolitan
Police

coaching for six months to include a combination of face to face and telephone work.
Others book session to session on a pro rata basis.

Is coaching just remedial?

Coaching can be used as a performance management tool. However it is even more effective as a tool to develop potential. It is very powerful as an investment for new staff in their first 3-6months in post.

How do I take this forward?

Call us on 0845 458 0154/6 to explore how we can work with you and your organisation.



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