



7 Reasons Why Executives Hire Executive Coaches



Introduction

If you are a successful executive, you may have been approached by your team or an outside consultancy about the possibility of being coached by an Executive Coach.

But why would you consider hiring a coach if you were already successful and delivering high performance results? Why would you hire a coach if you were already making lots of money?

Or if you had a track record of success?

Or if you had an important and prestigious title?

Or if hundreds (or thousands) of people reported to you?

Or if people have told you for most of your career that you are doing a great job?

Or if your employees counted on you to set direction for them?

You probably don't think you need any help if you could answer "yes" to the above questions.

In fact, nine out of ten executives say "No, thank you" to executive coaching, and the tenth will generally say they don't need executive coaching, but many of their direct reports do.

Despite the above, many executives have coaches, and report that their coaching experience is extremely valuable, even one of the most valuable experiences of their career.

Therefore, it is important to understand your own perspective and situation and why it would benefit you to hire a coach to improve and accelerate your own level of performance.



Basically, there are two bottom line reasons why executives seek out and are willing to have a coach, and be coached to greater success:

- The coach helps you get significant results, solve a pressing challenge, and/or take advantage of a major opportunity.
- The coach is credible, engaging, and has the depth of knowledge and experience to become a trusted advisor.

In other words, executives hire a coach because an effective Executive Coach can help you solve the challenges you face every day, and ultimately because you want to – and are willing – to work with a coach.



The Challenge of Leadership

What is your most pressing challenge? The following is a list of the most compelling questions executives ask prior to engaging an Executive Coach or starting the coaching process:

- How do I get my people to think like owners and go the extra mile?
- How do I get my team to move in the same direction?
- How can I get my team to agree on the right strategy?
- How can I get my boss to value my results, give me the support I need, and understand the challenges I'm facing?
- My boss tells me I need to improve results fast, or else.
- Why aren't my people accountable for results?
- We have a huge market opportunity, but how do we build the organizational capacity to take advantage of it?
- How do I position my company to beat the competition?
- How can I recruit, retain, and develop top talent?
- How can I stop the high employee turnover we are facing?
- How do I make a quick transition in my new role?
- How can I correct some serious blind spots that some of my top performers have?
- How can I spend less time on fires and more time setting direction for the company?
- How can this organization react to the rapid changes in the market?
- How do we develop a "bench" filled with potential leaders to continue to build and run this organization?
- How can we focus in on the few things that we need to do to be successful, when there are so many potential priorities?
- How do I kill some of the sacred cows in this organization?
- It is lonely at the top and I need someone I trust to bounce ideas around.



So let's go back and look at the first two reasons to hire an Executive Coach, and then explore five more that are critical in determining the future trajectory and course of your career ...

1. You are looking to achieve significant results, solve a pressing challenge, and/or take advantage of a major opportunity.
2. You are looking for a credible, engaging, knowledgeable and experienced advisor.
3. You are willing to, and are expecting to, be held accountable for your results.
4. You are comfortable with an outside perspective, and are willing to take calculated risks to advance your company and career.
5. You are an "early adopter" and comfortable "pushing the boundaries" of technology, business development and personal performance.
6. You are willing to answer tough, challenging questions about your performance and the performance of you company, division or department, and are willing to do your own work, conduct your own research and implement new tactics and strategies.
7. You are a visionary, with the need and desire to leave a lasting legacy for your company, colleagues ... and your career.

Simply put, executive coaching can help meet needs and desires in each of these areas by providing content, processes, mindset and attitudes to help successful leaders improve and sustain results.

Because you are already a highly-effective leader in a position with significant responsibility, being able to leverage areas of constraint or need in a short and measurable period of time is critical for coaching success.

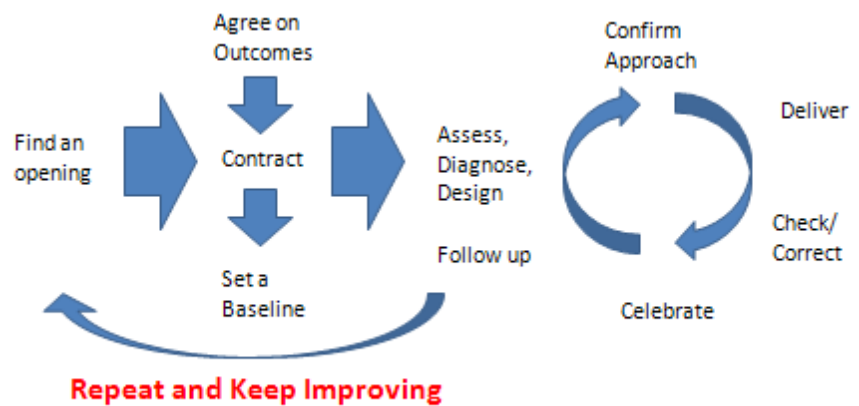
That's why coaching has become a trusted process for leveraging performance: processes and standards are set and benchmarks and agreed upon metrics must be met, or else you and the coach see the process as a failure.

However, the success of this step-by-step methodology is seen in the thousands of successful executives who have leveraged their skill sets and companies through the coaching process. The success of our company and the success of coaching as a category rests on these measurable results that can be replicated again and again.



The Executive Coaching Process

The executive coaching process is not perfectly linear, but does tend to follow these steps:



Willingness and Being “Open” to Being Coached

First, of course, you must be willing and open to being coached.

Coaching as a process only works if you are willing to engage in the process, and are open to actually being coached.



Second, You Must Agree on Outcomes

Next, you must determine how you will measure the success of the coaching. What will make the coaching relationship the most valuable business relationship you've ever had? Before any coaching takes place, you and your coach need to agree on what will make a successful engagement.

At the same time, you should agree on outcomes for each and every coaching session, so that you and your coach are working towards the same goals.

This could be as simple as, "Today, I'd like for this session to end with agreement about what my 360 degree assessment means, and how we can address results going forward."

Third, You Must Agree on a Contract

Before any coaching begins, you also need to create a contract with your coach. Elements of the contract may include:

- When and where will coaching sessions take place?
- For how long?
- What is confidential and what is not?
- Which questions and issues are in scope and which are not?
- What happens if the you hits a road block or gets stuck (e.g., you need to work through the issue ... and not quit the coaching!)?
- What are the rules for terminating the agreement?



Fourth, You Must Set a Baseline and Measurement Process

Because coaching is always about improving results, you and your coach need to establish a baseline.

If you want to reduce turnover among high performing employees, set a baseline that defines who is a high performer, and what current turnover is. If you want the whole executive and management team to agree on a strategy, then measure agreement about strategy now. You can always set some sort of measurable baseline.

At the same time, agree with your coach on a way to measure progress over time. A baseline is only good if you continue to track progress towards a goal. Agree on how often you will measure results and how you will measure them.



Finally, Be Open to the Coaching Process

You will find as you start your coaching that gaps will exist between where you are and where you want to go. That is normal and simply part of the process. Know at the start that only by identifying, measuring and tracking can performance improve, and change can only take place by implementing strategies and tracking results.

As you progress, you will feel more comfortable making any mid-course corrections, and acknowledging your wins and milestones.

Getting Started

To discover more about everything Executive Coaching can do to enhance your performance and your career, contact me ... and I will offer you a free Executive Coaching assessment, at no cost or further obligation to you.

Just contact me and we can get started right away.