

# Executive coaching—an alliance in strategic learning

## Why executive coaching?

Your role near the top is among the most complex. As you face increasing challenge, who can you turn to for learning and decision-making support? What kind of help do you get to achieve and sustain your personal best? Executives, like top athletes, deserve the benefit of a good coach.

## Executive coaching helps you...

- ◆ access your own wisdom and resources
- ◆ connect relevant knowledge, skills, and experience
- ◆ pursue learning
- ◆ understand and apply fundamentals of executive leadership and organization effectiveness

## Executive coaching provides...

- ◆ a trusted guide and sounding board
- ◆ a practical and versatile helper
- ◆ a knowledgeable teacher
- ◆ a collaborator in mutual learning and discovery

## How does executive coaching work?

There are three basic approaches. Often, a combination is effective. Coaching occurs in scheduled face-to-face meetings of at least two hours' duration. Sessions are supplemented as needed by telephone, e-mail, or video conferencing.

### The sounding board

With this approach, you define the kind of advice and counsel wanted. The coach's role is to support, challenge, and provide alternative perspectives or options.

### The leader effectiveness guide

This is a systematic approach using frameworks or models for executive leadership. You and the coach work together, defining frameworks and enhancing your effectiveness and capabilities.

### The organization effectiveness guide

This method focuses on your role in achieving greater organizational effectiveness. Business direction, structure, change, people development, technology, and boundary management are potential areas of focus. Together, you and the coach identify and apply frameworks and strategies for enhancing organization performance.

## What investment is required?

Executive coaching varies in time requirements and cost. The methods selected depend entirely on your needs.

### Time...

- ◆ minimum recommended two hour sessions
- ◆ initial short-term contract period can be established
- ◆ planned support over agreed timeframe (e.g. 1 year)
- ◆ frequency and duration of support jointly determined

### Money...

- ◆ hourly or per diem rates based on services required
- ◆ negotiated retainer agreement for planned support

## Is executive coaching for you?

You will benefit from executive coaching if you have any of the following needs:

- ◆ freely articulate notions, ideas, and feelings aloud
- ◆ receive feedback from someone with no vested interest in specific outcomes
- ◆ integrate and deepen your understanding of organization and executive functioning
- ◆ receive support on personal career planning
- ◆ allow dedicated time to think
- ◆ develop your own personal coaching/mentoring skills
- ◆ work on improvement areas
- ◆ obtain counsel on achieving better work/life balance
- ◆ achieve renewed freedom and energy
- ◆ increase personal and managerial productivity

## About Paul Tremlett

Paul Tremlett is internationally recognized as a leading expert in complex organization design and change management. He applies his extensive experience in strategic planning, organization restructuring, and leadership development to help organizations improve the way they do business.

Paul's approach is pragmatic yet innovative, and designed to the specific needs of the client. His senior clients consider him a trusted advisor and coach.

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