



Ask the Experts!



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Question: As the CEO of my company, I'd like to understand the benefits of working with a Business Coach. How can you help me?

My Answer: First, let me start out with the definition of a "coach." A coach is a person involved in the direction, instruction, training and professional development of individuals involved in activities to achieve positive outcomes and goals. Based on this definition, likely everyone at some time in their life can benefit from the support and guidance of a coach. In fact, according to the *National Post*, business coaching is one of the fastest growing industries in the world.

However, there are almost as many different ways of delivering business coaching as there are business coaches. Some offer personal support and feedback, and others combine a coaching approach with practical and structured business planning and bring a disciplined accountability to the relationship. Particularly in the small business market, business coaching is as much about driving profit as it is about developing the person.

I have found in my professional experience, working with CEO's has produced a plethora of benefits. First, the coach and CEO must discuss and define specific professional goals the CEO would like to achieve. Here are a few that I see rise to the top:

- interpersonal and professional communication
- performance management
- organizational effectiveness
- managing career and personal changes
- developing executive presence
- enhancing strategic thinking
- dealing effectively with conflict

Another key role that a coach can provide is to combat the all-too-human tendencies to procrastinate and overemphasize short-term gains over long-term well being. A coach will 'monitor' progress with the CEO. This monitoring function follows studies in psychology indicating that individuals are more likely to follow through on tasks when monitored by others rather than when they attempt to self-monitor.

Business coaching is a type of personal or human resource development. It provides positive support, feedback and advice to an individual or group basis to improve their personal effectiveness in the business setting.

1. Lorber, Laura (10 April 2008). "[Executive Coaching – Worth the Money?](#)". *The Wall Street Journal*.
2. "[Statistics](#)". Business coaching. 2009-10-29.
3. "[Finding answers](#)" ([World Wide Web](#) log). Vongehr consulting. 2010-09-13.
4. "[The Coaching Conundrum Report](#)". Blessing White, 2009.