



Institute of
Organization Development

10 Reasons to Consider Executive Coaching Within Your Organization

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Executive Coaching-A Primer

- ▶ Executive coaching can be defined as an intervention to improve performance, change or results.
- ▶ Executive coaching helps individuals increase their self awareness about their competencies and behaviors, helps them identify how others perceive them, guides them to be more effective in the way they manage their behavior with others, and enables them to set goals to improve or develop in critical areas.
- ▶ Executive coaching is a growing profession. One business school determined that “83 per cent of organizations intended to make use of coaching”

Value of Executive Coaching

- ▶ Executive Coaching is one of the most effective approaches for leadership development and leadership growth because of its ability to produce immediate results in developing leaders in their current roles without removing them from their responsibilities.
- ▶ In this presentation, we have identified 12 reasons why you might want to consider executive coaching in your organization.

Why Consider Executive Coaching in Organizations?

You should consider executive coaching in your organization if your executives:

1. Have been identified as a successors within the organization and need development as high potentials.
2. Are expanding the scope of their responsibilities to include new challenges such as leading organizational change.
3. Are responsible for developing business strategies critical to organizational success.

Why Consider Executive Coaching in Organizations?

You should consider executive coaching in your organization if your executives:

4. Need to develop critical, interpersonal skills in order to work better in leadership roles.
5. Have been informed about certain derailers (blind spots) which can impede advancement.
6. Need guidance to integrate properly with the culture of the organization.

Why Consider Executive Coaching in Organizations?

You should consider executive coaching in your organization if your executives:

7. Need skills in presenting, developing, and communicating messages, such as vision, plan, or strategy.
8. Require counsel, advice, or critical thinking from an outside perspective to recognize opportunities for improvement.
9. Need a confidant to deal with difficult issues.
10. Need to develop learning agility to overcome being set in their ways.

Final word

- ▶ Coaching engagements should be part of a larger strategic initiative.
- ▶ Coaching works when it's systematic and many organizations use coaching as an integrated part of a larger leadership development program.

About the author



Nancy Zentis, Ph.D -CEO,
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Development, has over 30 years
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