



WHAT BENEFITS CAN SENIOR EXECUTIVES EXPECT FROM EXECUTIVE COACHING?

10 TOP REASONS

Here are 10 reasons why coaching is guaranteed to benefit you as a leader, and why coaching is guaranteed to improve business results. It is not an exhaustive list as the focus of each coaching assignment will vary from individual to individual. Some coaching benefits are more tangible than others, and therefore, easier to translate into monetary value or bottom-line impact. However, the intangible benefits are also important, and often have a wider ranging impact than tangible benefits which may have a shorter-term impact.

1. **Increased Credibility:** Coaching increases the perception that the senior executive is working on stretching and developing their performance so senior stakeholder's confidence in the senior executive's ability to be successful is increased, and hence their influence and credibility in the business will be enhanced.
2. **Performance Insurance for the Individual and the Business:** Coaching helps to manage risk because discussion with a coach ensures breadth of thinking, and provides the company with a clear assurance that strategies and implementation plans will have been soundly discussed and researched to ensure common pitfalls are avoided. As a consequence, best plans are put in place with the help of the independent perspective of the coach, and so poor judgement calls can be successfully avoided.
3. **Working Smarter:** Coaching helps senior executives work smarter. It makes senior executives step back to reflect, analyse and evaluate whether there is a smarter and better way of doing things. Working harder without changing the approach often delivers disappointing results.
4. **Improved Judgement:** Coaching is guaranteed to strengthen the senior executive's judgement because the coach can ensure that decisions are considered in breadth and depth, and ensure that the business case is well argued and thought through from different perspectives.
5. **Leveraged Results:** Coaching guarantees to improve business results because it ensures focus, effective goal-setting, systematic monitoring of performance, goal measurement, and holding the client accountable for implementing actions.
6. **Improved Business Growth:** Coaching will ensure that sufficient time is invested on planning strategically how to grow and develop the business or function, and it will introduce techniques for presenting plans, and for designing critical paths or roadmaps to deliver plans, and successfully influence senior stakeholders.

7. **Better Leadership:** Coaching will ensure that senior executives are aware of their impact and how their behaviour will affect the climate and culture of the business, and whether it is a style which will draw on other people's discretionary effort.
8. **Increased Team Productivity:** Coaching will guarantee that senior executives assess and audit the strengths of their team, assess gaps, and create perceptive, transparent plans on how individuals can become more effective and more productive within the team.
9. **Increased Stakeholder Influence:** Coaching will help to build relationships with all key stakeholders including clients, senior managers, board members, media and other key relationships, and ensure that techniques are learned to optimise influence, impact and ability to develop key partnerships based on trust, sound analysis, judgement, emotional intelligence and credibility.
10. **Increased Gravitas:** Coaching will help to manage the senior executive's reputation and the senior executive's personal brand to ensure that they are seen as a 'heavyweight' player in the business who is intellectually curious, aspirational and motivated to take their performance and the performance of the business to the next level.