

# Executive Coaching



"Coaching is a development process, involving strategic discussions and experiences that serve two aims. (1) To accelerate a person's understanding and therefore, the effective management of their own potency; and (2) To unlock, unblock, and ultimately advance how that person uses themselves in his or her organization to deliver lasting value.

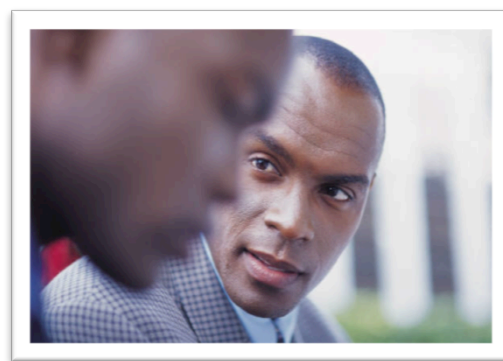
Coaching is a powerful development process that can move someone from 'accidental wins' to experiencing well-understood, intentional, and repeatable successes."

-Excerpt from management workshop:  
**Be A Better Coach By Your Next  
 Employee Check-In | How to double  
 your coaching results in 1/2 the time**  
 by Damaris Patterson Price

An employee's most potent instrument, when it comes to creating positive organizational change, is the employee themselves. Whether that change engages the whole enterprise or one transaction at a time... Whether the employee knows it or not... Whether they know how to or not... For better or worse, your people make a powerful impact.

Having an impact on the work, and knowing how to optimize it purposefully, are two realities that do not necessarily exist in the same space and time. And so long as there is a disconnect between what an employee understands about what they do and the results that rise from it, the longer it takes to correct the misses, or to replicate, with intention, the wins.

## That's where Coaching can help.



Let's discuss how Executive Coaching can help you advance Leaders' capabilities.  
 Contact us at [workingriver.com](http://workingriver.com).



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## "I'm a strong performer; why do I need coaching?"

Every employee needs development - but certainly not the same kind. Coaching is a customizable development process generally reserved for Senior Level, High Performing, and High Trajectory talent or employees in or going to Next-Level roles. That Coaching is a disciplinary tool is a common and unfortunate misconception. In truth, it is a positive and powerful change process that leverages an employee's strengths and their intention to do even better.



### 4 Ways to Leverage a Coach

1. Give an otherwise strong employee a laser-focused learning experience to overcome an Achilles' heel that is, can, or will frustrate their upward trajectory.
2. Boost a leader-in-transition's readiness for a new role or a next-level position with customized onboarding.
3. Make a good Leadership Development program great by giving each cohort member their own coach who can help synthesize, integrate, and apply group instruction to the individual's unique development situation.
4. Reinvigorate a frustrated work team with a focused space, in which people with similar challenges can teach and learn from each other, all with the facilitated support that a coach can provide.

## The Case for Coaching as an Effective Development Option

- Senior leaders and High Potentials need targeted development that addresses current and next-level achievement in ways that are compatible with their unique day-to-day accountabilities.
- Coaching is an attractive value-add that demonstrates the organization's commitment to its employees by offering specialized development to high trajectory talent and leaders in or going to key roles.
- Coaching fills the need for rich, unique, and real-time development that often gets under-prioritized in a leader's rapid-paced, high stakes, and high visibility role.
- Coaching is a pragmatic learning option with benefits that show up directly in the business and on the job because that is where the development happens.
- Effectiveness at work is the result of both will and skill. Coaching can help identify the gaps in either one, as well as build both.