

Six Key Advantages in retaining an Executive Coach

Retaining an Executive Coach and is now a viable option for small to mid-sized companies that are looking for some of the following advantages:

1. It's Not Always What You Know But What You Don't Know That Counts The most successful businesses are run by knowledgeable executives but at times, even the best can be limited by what they know and need a fresh ear, eye or voice to open them up to new knowledge and ideas that can make successful executives even better. Such insights can often be the difference in gaining the all important competitive edge or a leap in profits.

2. They've Often Seen It All Before A good Executive Coach will already have helped a number of companies find their feet, grow or survive through some tough times. No matter how troubled you may be by an issue you face, there will not be many things that this person has not experienced and dealt with before or know someone who has. They are often able to rationalise any worries, take the heat out of emotions and assist you and your team in setting clear plans and actions to overcome barriers to success.

3. They See Bigger Plays From The Outside Looking In Often senior executives can get bogged down in the detail of day-to-day management and structure, and can miss some of the wider issues or opportunities. The Executive Coach will work with you to create the best approaches to problem solving and exploitation of opportunities. As such, they will focus attention on the bigger issues that make the meaningful difference to the business. You may be amazed at what they will notice that you or other senior executives may miss!

4. They Have The Credibility and Courage To Be Honest Because the Executive Coach retains their independence and objectivity, they are able to offer unbiased, constructive feedback at crucial times. All senior teams try to behave as professionally as possible, but there are times when they are only told what they want to hear and very important learning opportunities can be missed. The Executive Coach can ask the tough questions, field difficult conversations and stimulate constructive debate because everyone understands they are doing it for the good of the company and not as a personal agenda.

5. They Bring Out The Best in Senior Management A good business is one with a broad range of personalities, strengths and experiences. Great talent and intuition can be lost or overpowered by stronger voices if it is not nurtured. An Executive Coach will often spot those people whose potential isn't quite being fulfilled and offer advice and support in order to grow their confidence or effectiveness. In smaller companies or organizations where a key person may not be meeting their full potential, it is not uncommon for the Executive Coach to work individually with them to help build on their strengths and identify 'blind-spots' to help them better understand how and where they can work more effectively to achieve the desired results.

6. Improved Senior Management Effectiveness Many senior executives, regardless of how technically brilliant they may be, can often fall into less than desirable habits or experience unexpected setbacks. The Executive Coach is a businessperson with a respected background and broad-based experience, designed to act as general counsel in the areas of strategy, performance & risk management, which can be especially important in providing a different perspective in a company looking to grow or go in new directions. Sometimes a firm, but constructive, insight from an experienced Executive Coach can also ease tensions, resolve conflicts and clear the path for successful achievement of objectives.

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