

Executive Coaching vs. Advisory Services

Two complementary disciplines for senior leaders - capability development versus real-time judgement

COACHING

- FOCUS & OBJECTIVES -

Builds leadership capability

Structured, one-on-one development overtime

Targets specific skills, behaviors, or transitions

Client-led: coach facilitates discovery

- OUTCOMES & DELIVERABLES -

Internal change in the leader

Shifted behaviors and deepened self-awareness

Measured via assessments (e.g., MBTI, etc.)

Typical engagement: 9-12 months

You will get where you want to go by pulling from and channeling the best within you.

ADVISORY

- FOCUS & OBJECTIVES -

Sharpens judgment in real time

Confidential thought partnership for C-suite

Strategy, team dynamics, stakeholder decisions

Less structured: shaped by leader's context

- OUTCOMES & DELIVERABLES -

External results in the business

Better decisions in high-consequence moments

Stronger stakeholder and board outcomes

Ongoing, on-demand: often former C-Suite

You will get where you want to go by pulling from the best within you and enlisting the expertise of another.

 **The final decisions are yours.**

- Bottom Line -

Coaching develops the leader. Advisory supports the decision. The strongest approach integrates both.



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