

**What of the following resonate with you?  
How would you use the services of a coach to improve all aspects of your work life?**

**Why busy executives choose to work with a coach? Which 3 would be your priority to work on?**

- Simply someone who will listen, ask pertinent questions, reflect with honesty
- Greater competition within business world means companies need employees to be a greater contributor
- Increased levels of executive stress
- Flatter business structures result in executives needing broader knowledge and skills
- Every manager needs to be a leader with substantial people skills
- Reduced levels of employment mean managers must improve staff turnover through trust and loyalty
- Up to 60% of managers obtain position with no training re managing people
- Training alone has proved to be inadequate resulting in only 22.4% productivity improvement. Training and coaching combined improves productivity by 88%. Harvard Business School Research [see Coaching – the stats re ROI]
- Many companies are moving towards multi-skilling in the workplace
- Corporate demands result in executives to function as collaborator v competitor
- Down-sizing results in absence of company-provided mentors and peers
- New leader has fewer opportunities for CPD [Continuous Professional Development]
- Executives seldom give their personal development high priority
- Senior executives often are isolated from the 'coal face' and rarely receive relevant feedback
- There's a need for continued support, change and growth

**What do busy executives look for when choosing services of a coach? Which 3 would be non-negotiable for you?**

- Chemistry – do they feel they can work with this coach
- Business acumen
- Leadership qualities
- Organisational skills
- Social & highly developed communication skills
- Analytical and innovative thinking capacity
- Ability to inspire trust
- Reward and acknowledgement
- Presence
- Suitable qualifications / Code of Ethics / confidentiality / Insurance
- Membership of professional body
- Engaged in their own CPD
- Proven ability to deliver remarkable results – background, training, continued learning

**Advance competencies demanded by savvy leaders – what would you add that is missing?**

- Ability to ask tough, strategic questions from a position of experience and knowledge
- High confidence in the corporate arena reflected in familiarity with the environment
- Thorough knowledge of leadership
- Being able to go beyond the obvious to global, philosophical, sociological issues
- Familiarity with system dynamics to maximise performance
- A risk taker, able to challenge the senior level; speak truth when no-one else will
- Understanding of multi-cultural issues
- Be conversant with personal development theory and practice
- A confidential confidante
- Ability to inspire at highest level