

Definition of Coaching

"Executive Coaching is a facilitative one-to-one, mutually designed relationship between a professional coach and a key contributor who has a powerful position in the organization. This relationship occurs in areas of business, government, not-for-profit, and educational organizations where there are multiple stakeholders and organizational sponsorship for the coach or coaching group. The coaching is contracted for the benefit of a client who is accountable for highly complex decisions with wide scope of impact on the organization and industry as a whole. The focus of the coaching is usually focused on organizational performance or development, but may also have a personal component as well. The results produced from this relationship are observable and measurable, commensurate with the requirements the organization has for the performance of the person being coached."

How coaching can be used to:

- Increase leadership effectiveness
- Build a powerful vision and strategy that is aligned with business goals and corporate mission
- identify, implement and support a change initiative
- innovate, think out of the box and formulate creative solutions
- to increase performance and assess the results of performance
- Strengthens the power and influence a business leader has in the business, industry and community
- Develop crucial relationships, internally and externally, exploring collaborative partnerships to social capital central to effective performance

Who may benefit from coaching?

- Small business owners and entrepreneurs at all stages in their businesses
- Not for Profit leaders
- Individuals in career transition-at all stages from those thinking about a transition to those transitioning already
- Individuals who want to explore change- both personally and professionally

Resources

International Coaching Federation

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