

# A Business Leader's Guide to Coaching Success

By Dale Biron

Centered,  
engaged, and  
effective...  
this can be you!

Far too many business leaders have goals they will not achieve and potential they will not realize. There are many reasons: *thorny business problems; people challenges; big new opportunities; insufficient structure and support; bulging to-do lists; lack of objective feedback; information saturation; e-mail overload; nonstop complexity, hyper-change!*

Of course, prioritizing is essential, and knowing when to seek support, critical.

**My purpose here** is to help leaders understand if coaching is right for them and if it is, help them gain maximum value from their coaching investment.

Leadership coaching (sometimes referred to as business or executive coaching) is still a relatively new profession that is helping many business leaders, professionals, owners, and entrepreneurs reach their goals even in the midst of significant challenge and overwhelming complexity.

**What is a coach?** *A seasoned professional dedicated to supporting and helping people reach their full potential. A coach helps you reach your goals.* A coach utilizes processes and tools from multiple disciplines such as communications, motivational psychology, social science, and neuroscience, as well as from adult education.

Coaching got its start several decades ago as CEOs of large organizations began to work with business consultants in a new way. The CEO and consultant would meet to address challenges and to develop the CEO's leadership skills. Many soon discovered that, not only did coaching improve their leadership skills, it also benefited the bottom line of their company. This boosted the value of coaching as a profession. In recent years, coaching has grown in popularity with a much larger audience. It is now well established both as a means of personal self-improvement and as a way to fundamentally improve businesses.

The reasons people hire a coach are numerous. Ultimately, most focus on improving performance and overall well-being. Such reasons include:

- Handling a critical situation
- Solving communication and relationship challenges
- Becoming more productive
- Changing an unhelpful pattern or behavior
- Building new skills
- Making important transitions
- Expanding a career
- Developing a new story
- Establishing leadership succession
- Promoting or changing careers
- Improving health and fitness
- Starting a new group or enterprise

In a recent business survey, people were asked a simple but profound question: *"Do your current results accurately reflect your capability?"* 99 out of 100 said "no."



Having a coach has been shown to help leaders accelerate achievement in many areas.

**There are five main reasons for this success:**

- 1. A coach provides **personal support****, which is often lacking in today's isolated E-world. The coach is specifically interested in *your* problems, strengths, and accomplishments and specializes in helping you get where *you* want to go. Having a partner builds confidence.
- 2. **Accountability and structure**** are major parts of coaching. It is amazing how much you can get done when you know someone will be asking. Not only does the coach ask about progress and action toward the goal, but he or she will also help analyze roadblocks. They will then help you create and adapt work-around plans to compensate. The coach is the person who helps you build — and then stay — on *your* chosen track. They help you maintain your perspective when the inevitable setbacks and distractions occur. (*Oh yes, they will occur!*)
- 3. A coach helps you achieve success by **providing clarity and boosting creativity****. This happens in several ways. The coach helps you get a clear picture of your goal and the reasons it is important to achieve it. This is vital for sustained motivation. The coach is a catalyst for generating options for dealing with problems, and assures that your decisions are made carefully and based on your strengths. A coach is trained to help you sort through possibilities and find what's best for *you*. A skilled coach often helps you express *what you didn't know you knew*.
- 4. **A skilled coach is impartial****. Many people have wonderful relationships with family, friends, and associates, but each of those people brings his or her personal bias to your goal. A coach is trained to set his or her own opinions aside — to keep the focus on what *you* actually want.
- 5. The world of brain science is exploding with **new research and breakthrough evidence**** explaining exactly how to get *more* done with *less* effort. In fact much of what we thought we knew about human motivation and leadership is, quite frankly, wrong. Coaches trained in the latest science are uniquely positioned to help clients use these new tools and strategies to succeed and reach their goals.

*"I know what to do... I just can't get myself to do it!"*

Science can help you make peace with your goals.

Get the specialized support you need to succeed NOW.

Be your best faster!

This has been a brief overview of a unique profession. I hope that learning about coaching will support you in receiving the greatest value possible from your coaching investment and experience.

