

EXECUTIVE COACHING

An Overview of the Strata Leadership

Executive Coaching Process



STRATA
L E A D E R S H I P



EXECUTIVE COACHING

Coaching has been proven to be one of the most effective personal and professional development activities for business executives. Coaching is a one-on-one confidential partnership focused on helping leaders gain awareness, tackle challenges, identify goals, create a plan of action, and stay on track for reaching professional milestones.

Coaching does what books, seminars, training programs, and courses cannot. It provides leadership development that is “just-in-time” and in the midst of daily work. Coaching ensures implementation and provides a safe place to wrestle with tough issues. Coaching is a platform which guides the executive toward greater leadership effectiveness by providing an environment of accountability and safety for confidential discussion and planning for business challenges.

Strata Leadership Executive Coaching is considered a leadership development opportunity, not a punitive activity. We work with companies that utilize coaching as an investment in their leaders and a resource that will accelerate people to an even higher level of effectiveness.

BENEFITS

- Confidential sounding board and thinking partner to aid decision making and planning for challenges
- Unbiased, external advisor for feedback and ideas
- Refined leadership skills
- Better insight and self-awareness for enhancing leadership, communication, and relationships
- Accelerated goal achievement
- A source for accountability
- Learn a model for coaching others

CONFIDENTIALITY

Coaching details and information provided during coaching meetings, emails, telephone calls, and other communication means will be held confidential. However, your coaching goals and progress updates may be shared with your company’s coordinator.



THE COACHING PROCESS

Your executive coach will lead you through five phases of coaching. Each phase is designed to ensure you receive maximum benefit from the coaching experience.

Phase 1 – Engagement: During this phase your coach will provide you with all the information you need to make your coaching experience successful. Your coach will thoroughly explain his or her role as a coach and your role as the client. Any questions or apprehension you have will be addressed during this phase.

Phase 2 – Assessment: This phase involves your participation in two assessments and a debrief meeting to review your results. Your coach will make this process easy for you and you will find the feedback session insightful.

Phase 3 – Goal Planning: This phase involves setting specific goals for your role as a leader and creating an action plan for achieving your goals.

Phase 4 – Implement & Measure: This phase involves the bulk of the coaching interaction and provides a two-way supportive dialogue related to your action plan and current challenges you face. Your coach will help you build skill, assess the root of success and failure, and continue to apply accountability and support methods to move toward your goals. Each coaching meeting will include check-ins to help measure your progress, leaving the majority of the meeting time for discussion about specific business and leadership challenges or needs.

EXECUTIVE COACHING EFFECTIVENESS

A study conducted by MetrixGlobal, LLC on a Fortune 500 telecommunications firm found that executive coaching at the firm resulted in a return on investment of 529%. Additionally, MetrixGlobal calculated the financial benefits from increased retention raised the ROI to 788%.

(Merrill Anderson, "Case Study on the Return on Investment of Executive Coaching," MetrixGlobal, LLC.)

ENGAGEMENT ● ASSESSMENT ● GOAL PLANNING ● IMPLEMENT & MEASURE

ACCELERATED LEADERSHIP EFFECTIVENESS



WHAT ARE THE RESULTS?

ASSESSMENTS

Your participation in two initial assessments will help set the stage for a successful coaching experience. The assessments will be provided via a secure internet-based system. You will be the only person, other than your coach, who will see your assessment. You will get a complete report and your coach will review the assessment with you. A discussion related to implications for your leadership will take place after a thorough review of the reports. These assessments are the CPI-260 and the Thomas-Kilmann Conflict Instrument. Additional assessments may be suggested based on your coaching goals.

CPI-260: The *California Psychological Inventory* assessment will help you gain a clearer picture of your personal and work-related characteristics, motivations, and thinking styles. You will better understand how you manage yourself and lead others. Through bench-marking data and comparisons, you will be able to closely define your strengths and developmental opportunities.

TKI: The *Thomas-Kilmann Conflict Instrument* is designed to measure your behavior in conflict situations. "Conflict situations" are those in which the concerns of two people appear to be incompatible. In such situations, we can describe an individual's behavior along two dimensions: (1) assertiveness, the extent to which the person attempts to satisfy his own concerns, and (2) cooperation, the extent to which the person attempts to satisfy the other person's concerns.

YOUR COACHING JOURNEY

A typical executive coaching experience will last six months. Strata Leadership coaches will work with you to focus your efforts to help you make significant progress during this time. If the need arises, extensions to the six-month coaching process can be added.

It is our honor to provide coaching services to you and your company. At Strata Leadership, we understand you are sharing two of your most important assets when you choose to participate in coaching—your time and your trust. Our goal is to provide you a healthy return on investment for both.

QUESTIONS AND CONTACT

If you have any questions about our executive coaching services, please call 877.357.0001 or visit strataleadership.com.

