

## WHY EXECUTIVE COACHING?

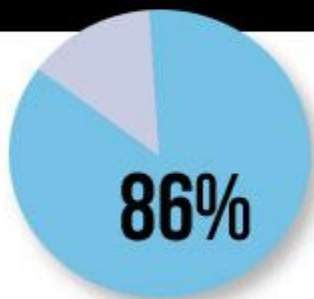
Executive coaching is a tool that improves a company's bottom line by aligning the performance of leaders with organizational goals.



## COACHING

### COACHING CAN EMPOWER AN EXECUTIVE

*to become a better leader, prepare him or her for career growth, offer guidance on challenging workplace issues, and build key skills.*



*According to the International Coaching Federation, an organization's return on investment*  
**FOR EXECUTIVE COACHING IS 86%.**

Source: ICF Global Coaching Client Study conducted by PricewaterhouseCoopers

## OUR PROCESS

### OUR EXECUTIVE COACHING

IS TAILORED TO THE NEEDS OF EACH INDIVIDUAL TO ENSURE THEIR DEVELOPMENTAL AREAS ARE TARGETED FOR OPTIMAL CONTRIBUTIONS TO THE ORGANIZATION.



## **PHASE 1**

# **BUILDING SELF AWARENESS**

Our coaching process begins with a comprehensive assessment process to understand one's leadership style, strengths and overall effectiveness in the workplace.

## **PHASE 2**

# **FEEDBACK FOR ENHANCED PERFORMANCE**

Input from direct reports, supervisors and peers through a customized 360° process provides additional insight into the participant's performance.

## **PHASE 3**

# **1-ON-1 COACHING AND INTEGRATING NEW BEHAVIORS**

The participant and their personal executive coach engage in regular meetings to identify areas of development, analyze key stakeholder relationships and build a Professional Development Plan to support the participant's strategic initiatives.

## **PHASE 4**

# **PRACTICING AND SUSTAINING BEHAVIOR CHANGE**

The participant and their executive coach practice new skills and tactics that align with the goals of the organization. The engagement concludes with the participant increasing their contributions and enhancing their overall leadership.

# WHY THE LEADER'S EDGE/LEADERS BY DESIGN

We are dedicated to enhancing the effectiveness of emerging, mid-level and senior leaders and have been serving our clients for over 15 years.

- *Experienced executive coaches*
- *Retention rate of over 80%*
- *Principals are thought leaders, authors and practitioners*
- *Customized engagements to each leader's specific needs*



**FOR MORE INFORMATION ON EXECUTIVE COACHING:**

[www.the-leaders-edge.com](http://www.the-leaders-edge.com)

Phone: 610-660-6684