

A full-page background image of a smiling man in a white button-down shirt and jeans, holding a silver laptop. He is in an office setting with other people blurred in the background. A large, stylized orange arrow graphic points from the top left towards the bottom right, passing behind the man.

What is Executive Coaching?

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Executive Coaching 101

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Executive Coaching is the partnership between a professional coach and an individual that encourages positive behavioral change both professionally and personally. Executive Coaches help support people in leadership development, executive management, career advancement, performance maximization, effective communication, job transitioning and more. Coaches can also help their clients on a variety of personal challenges, ranging from anxiety management to self-confidence to positive thinking and well-being. Coaching is more formal than mentoring, but less structured than tutoring or consulting. Mentorship often has a more personal element and might be beneficial for both parties involved. Tutoring or consulting is tailored around solving a single problem or a specific event, task or test. While coaching can address a specific goal or initiative, a coach's focus is to use the goal as an example for solving other problems in the future. Indeed, when working with a coach, clients develop skills and tools to solve future problems on their own.

Who are Executive Coaches?

An Executive Coach typically has a strong experience and expertise in a specific industry or competency, such as healthcare, biotech, education, or executive management, leadership transition, organizational change, etc. On top of their specialties, Executive Coaches have extensive training and background in behavioral change and personal development. Coaches come from a wide variety of backgrounds, but all of them share the desire to help others overcome challenges and achieve goals.



"The ideal coachee is one who wants to take the next steps to grow and develop in their professional and/or personal life. The coachee doesn't need to know exactly what that looks like or how to make it happen specifically. They just need to be open, present, willing to explore and take action in pursuit of their goal(s)."

**IPEC, Donna Aldrich, AceUp Executive
& Sales Management Coach**

When is the right time to work with a coach?

There's no wrong time to work with a coach, but having a goal in mind can help the process along. It might be becoming a better team leader, improving communication and organizational skills, or simply getting through a big presentation with confidence. There's nothing too large or too small to address with a coach as long as you're developing new skills and addressing personal and professional challenges.



"When is the right time to work with a coach? As early as possible. With one caveat; you have to be ready to be coached. This simply means you are ready to commit to a coaching relationship, want to change/improve something in your life, and you are receptive to feedback. If you are thinking about getting a coach, you are probably ready."

mba, Hanna Adeyema, AceUp Leadership & Team Coach

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The Coaching Process

What can I expect from my coach?

No two coaching relationships will look the same, but you can expect a few common elements.

Confidentiality. What you and your coach discuss will never leave the session.

Homework. Expect that your coach requires work from you. From attending a networking event to clarifying your vision and values, the work you do during your session will typically result in specific action steps between meetings.



What does my coach expect from me?

Be open. You might be asked to try new things or may feel uncomfortable at times. Keep yourself open to new ideas and experiences that might expand your outlook.

Be dedicated. The more willing you are to work towards your goals, the more effective the experience will be.

Be honest. If you don't show your authentic self, a coach simply won't be able to help you! Your coach wants to help you face your biggest challenges and overcome them.

Be present. Coaching is about working in the moment to create a better future. It's uncommon that you'll work with a coach to address problems of the distant past. Make sure that you're fully focused on yourself and your personal growth during your *coaching sessions*.



"As a new manager in my previous job, I realized that I needed more training and support from my company to succeed in my role. Executive Coaching was a highly effective way for me to develop the skills and confidence I needed and close the gap between where I was and where I needed to be."

Will Fossier, CEO & Founder at AceUp

How do I know it's working?

As discussed earlier, coaching helps you find solutions to immediate problems as well as giving you the tools to solve future conflicts. To measure the effects of coaching in the short term, it can be helpful to set measurable, realistic goals.

Goal setting. Setting your goals can be done in many ways. For some, having a timeline helps, and most coaches are happy to work in 30, 60 or 90-day sprints for specific goals like preparing for a speech or polishing interview tactics. On the other hand, coaches will also help you work towards more fluid goals, such as team management or conflict resolution.

Reflection. Some goals, like finding a new job, are visible and concrete, while others can't be so easily observed. In both instances, you're working towards a goal and positive change, so make sure to take the time to reflect on your sessions and witness the progress you've made.

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The Benefits of Coaching

Who can benefit from coaching?

Anyone who wants to make a positive change in an aspect of their life and career is an ideal candidate for coaching. Goals with coaching can be specific or vague: you may want a promotion at work or hope to lead your current team with more confidence.

What are the benefits of coaching in organizations?

Coaching is an invaluable tool for developing people across a wide range of needs in an organization. **80%** of people who receive coaching report increased self-confidence, and over **70%** benefit from improved work performance, relationships, and more effective communication skills. **86%** of companies report that they recouped their investment on coaching, with an average Return on Investment of **600%** (source: ICF 2009).



For an organization, coaching helps:

- ▶ Empower individuals and encourage them to take responsibility
- ▶ Increase employee and staff engagement
- ▶ Improve individual performance
- ▶ Identify and develop high potential employees
- ▶ Identify both organizational and individual strengths, along with development opportunities
- ▶ Motivate and empower individuals to excel
- ▶ Demonstrate a company's commitment to employee development

How coaching can help you make a difference.

Watch Dr. Atul Gawande's TED talk delivered in 2017 about **"How coaching can help you get better at what you do."**



About AceUp

For companies who want to unleash the full potential of their emerging leaders, AceUp provides personalized executive coaching for employees at all levels of the organization. AceUp's intelligent technology platform provides a solution that is scalable, measurable and impactful. **LEARN MORE AT [ACEUP.COM](https://www.aceup.com)**