

Executive Coaching Doesn't Have to Be a Headache



An estimated \$1bn is spent on coaching in the US every year¹ and in 2016 73% of blue chip organisations reported that they were increasing their spending on coaching². With some of the most applauded companies leading the way, it is patently clear that organisations are now recognising how executive coaching can help unleash and leverage their leadership talent for competitive gain. So what's stopping you?

Is it because your past experience of executive coaching hasn't been positive? Maybe your leadership team didn't value the experience. Perhaps you found it difficult to identify a coach that had an affinity with your organisation. Is it possible that you invested your hard-earned budget in executive coaching but didn't see any results? Or, if you were to be brutally honest, was the task of sourcing, matching and administering the programme well within your capability but far beyond your capacity – you have a day job, right? Yep, I can feel my head aching too!

It can be all too easy to jump on the bandwagon and implement an executive coaching programme without completely comprehending the size of the task. It doesn't surprise us that people say that about half of all coaching initiatives fail as we know first-hand how

much effort it takes to create a sustainable executive coaching programme that delivers real behaviour change and direct financial ROI results.

In fact, we think it's a good thing that you stopped and took some time to reflect because by doing so you have increased the chances of delivering an executive coaching programme that will work for your organisation.

So, instead of reaching for the paracetamol, why not let us help soothe your sore head.

At Notion, we are wholly dedicated to all things coaching. This is what we do, all day and every day. For you, the daunting challenge of looking at such a busy market to identify the best executive coaches for your leaders is akin to searching for a needle in a haystack. For us, however, we have already done the hard work for you. We have a rigorous assessment process and only work with leading Executive Coaches that can prove longevity and success in the coaching field as well as in commercial environments. We work closely with our clients to understand their needs and offer a superb matching service which delivers against their requirements, whether that is about the Executive Coach possessing deep industry

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experience, comprehensive international exposure, a particular personal development discipline, or perhaps something more left field.

We also understand the importance of the relational element of this matching process. For each leader, we create a bespoke webpage offering a selection of highly relevant Executive Coaches; and we always advocate that chemistry sessions occur before any programme commences to ensure that the foundations for a successful relationship are set from the beginning.

There is no need to worry about searching the market, arranging meetings, co-ordinating briefings, writing biographies, completing paperwork, checking credentials, following up, dealing with questions – this is all done by our in-house team at no extra cost.

All of that is important but there's much more. To really make sure that an executive coaching programme doesn't fail it is paramount that its objectives are clear from the outset. It isn't uncommon for executive coaching to be shrouded in secrecy due to the confidential nature of what might transpire between the two parties.

However we believe that this lack of transparency marginalises the impact of executive coaching and diminishes trust. Of course we safeguard the actual content of the coaching conversation but do so in a transparent and collaborative process that has clear objectives and expected results that are shared at regular intervals with all of the key stakeholders. This ensures that progress can be tracked and outcomes reported in both behavioural and direct financial ROI terms – and guess what? We do all of that too!

Headache! What headache? All that's left for you to do is to pick up the phone and call us on +44 (0) 1926 889 885 or visit our website www.BusinessCoaching.co.uk

¹Sherman, S. & Freas, A. (2004) The Wild West of Executive Coaching, Harvard Business Review. Available at <https://hbr.org/2004/11/the-wild-west-of-executive-coaching>

¹Boersma, M. (2016) Coaching is no longer the preserve of the executives, Financial Times. Available at <https://www.ft.com/content/60d6ae0a-d0b2-11e5-92a1-c5e23ef99c77>

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