

Reaching Corporate Goals with Executive Coaching

by Karen Pond

Executive Coaching is common in the US but Australia has been slow to adopt it. Australians often seem embarrassed by the idea of coaching confusing it with counselling. They tend to think "Why am I getting it? What is wrong with me?" At the same time many executives believe they are on their own and have no one to ask for advice or help. They have been told, "IT is lonely at the top". This is a message detrimental to the company and to profits.

What can coaching do?

Executive coaching is a powerful tool which can help companies reach their full potential- it focuses on corporate or personal goals in contrast to counselling which focuses on personal problems.

Executive coaches outside the company can offer management a new perspective, a sounding board, and an unbiased point of view. For those in top management positions it can be precisely the support that many not be available in their own company.

Executive coaching can also offer a bridge between the company goals and the employees career goals. It can be used to retain executive talent, develop leadership skills and more rapidly achieve the company's goals.

An executive coach can help clarify expectations, establish credibility, determine priorities, develop an action plan and make necessary changes in leadership style to improve performance.

Coaching or training?

Australians are comfortable with attending courses or even MBA programmes but these do not define gaps in their skills or identify where they need to alter their behaviour. An MBA is also not specific to a company's goals.

For Australians to fully harness the power of coaching, we must overcome our apprehensions and focus on specific organisational goals. We must also present executive coaching to our employees in terms of recognition, reward and commitment to the employees career. By doing this Australian businesses can enhance their efficiencies profit and employee loyalty.

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