

“COACHING CAN ENHANCE BUSINESS PERFORMANCE.”



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Success and performance coaching for professionals, executives and businesses is on the rise. The concept of coaching has been long established and is familiar to most of us in the context of athletic or sports coaching. Just as a sports coach works with teams or individual athletes to improve performance and achieve athletic goals, a business success coach works with individuals or teams to develop clarity, create an action plan, and follow through on that plan to achieve their desired outcomes.

Organizations and the individuals in them are under continued pressure to perform more with less, resulting in the compromise of physical, mental and emotional wellness. Stress related illnesses are rapidly on the rise, contributing to burnout in varying degrees. Disability, leaves of absence and people resigning their jobs for “personal” reasons are increasing as well.

In the coming decades, this pressure will continue to increase, and will be further fueled by the predicted labor and talent shortages. Proactively, organizations need to be planning and investing now, to support the leadership and future leadership to be well prepared to handle these increased pressures and demands.

Corporate or business coaching offers support both at the individual and team levels. The coach works with organizations to enhance the productivity and/or leadership potential of valued employees who are being considered for advancement or expanded responsibilities, or who have shown signs that they are not reaching their expected potential. These leadership, succession planning and employee development issues need to be addressed as part of a larger strategic business plan. Organizations who identify and include these issues in their long-term strategies will have a decided advantage over their competitors.

Because people are at the very heart of an organization, their strengths and developmental needs must be addressed in order for the entire organizational “machine” to function at peak. A coach can help to assess these strengths and developmental needs, uncover obstacles, give objective feedback and address fears that are holding a person back from reaching his or her full potential. While a co-worker, supervisor or human resource professional may informally take on a role as coach, it is difficult for those parties to be entirely objective. Additionally, because the coachee needs consistent monitoring and support for a specific period of time (until a behavior is changed or a goal achieved), well-meaning colleagues simply do not have the time or energy to devote from their own busy schedules.

Corporate coaching is appropriate to support performance in a number of circumstances: following a 360 degree assessment, preparing a “high potential” for promotion, accelerating productivity of recently hired or promoted individuals, following a significant change event, recovering performance to avoid termination, following relocation or leave of absence, or where health concerns or other stresses affect an individual’s actions, interactions, or performance.

Some organizations want to work with a coach to assist with a particular situation, but the individual or team agrees to the services only because the boss wants them to, when in reality they are not willing or able to be genuinely open to the process. This is a set-up for failure, and the company will be wasting their money under these circumstances. If unsure, initiate dialogue with a coach to help assess a person’s or group’s readiness. A competent and ethical coach will not accept an assignment where there is not cooperation, buy-in and a willingness to accept the support and work necessary for success.