

# Executive Coaching

## *Providing the Customised Impact Executives Need*

Executives face tremendous pressure and visibility inside and outside the company. To be successful, they must inspire vision, demonstrate extreme competence and sustain commitment amidst intense competitive and rapidly-changing conditions. To keep pace with the demands and complexity, they need specialised support. Training isn't enough. Executive coaches bring candour, objectivity, confidentiality, fresh perspectives, expertise and a breadth of experience in different organisational cultures, industries and business environments.

### Executive Coaching Gets Results

Executive Coaching outcomes include...

- Increased effectiveness and retention of key leaders
- Improved business results
- Increased employee engagement
  - Retention of leaders' direct reports and colleagues
- Increased senior team effectiveness, cross-functional collaboration and credibility

### ROI of Executive Coaching

*“Many Fortune 1000 Companies have adopted Executive Coaching has a high impact, high ROI in developing their leaders.”*

— Fortune Magazine, March 2009

- PricewaterhouseCoopers (PwC) has made executive coaching a core business strategy for partners and senior staff. The Human Capital Leader at PwC estimated the return on investment for the initiative to be approximately 6 dollars for every 1 dollar spent. Lower turnover rates
- Kodak used executive coaching to address staff productivity and retention at a business unit with over 1,000 employees. The coaching intervention contributed to double-digit productivity increases as well as decreases in waste levels and overtime
- At Capital One, the direct reports of coached executives outperformed the direct reports of non-coached executives

A study by Metrix Global of a Fortune 500 telecommunication firm found that executive coaching resulted in an ROI of 529 percent at the firm.

Why Fortune 500 Companies Choose BlessingWhite for their Executive Coaching

- Industry Leader - Long-standing track record of proven, impactful leadership development
- Access to Thought Leadership - Executive access to leading authors' insights and BW's proprietary models, tools, frameworks and processes
- The Right Match - A diverse cadre of coaches and diligent attention to match client's specific business, level of executive, personality, etc.
- A Proven 7-Step Process - A 7-Step approach to provide consistent results across coaching engagements
- Individualised - Unique formula of assessments, coaching methodology, reports, etc. crafted for each engagement
- Leverage for Your Large Scale Initiatives - Can complement and leverage BW's or your company's leadership development or change initiatives at all levels of your organisation
- Capability locally and around the globe

### Thought Leadership, Research and Content

BlessingWhite's heritage is in proven, well received and impactful leadership development. From our extensive research and experience in leadership and engagement, we know that successful leaders are able to integrate both competence and connection... to both drive business results and to inspire workforce commitment. BlessingWhite's partnerships with thought leaders Rob Goffee and Gareth Jones, authors of *Why Should Anyone Be Led by You?* and Terry Pearce, author of *Leading Out Loud*, enable our coaches to provide your leaders with contemporary strategies. Our coaches draw upon proprietary models, tools and processes to accelerate executives' results.

## 5 Reasons to Bring in an Executive Coach

1	Objective insights are needed. Senior leaders benefit from cutting through the “organisational noise” and cultural dos and don’ts when faced with critical business decisions. An executive coach brings expertise and experiences for viewing the leader’s and the organisation’s situation, strengths and weaknesses in a different light.
2	There’s limited time and attention from above. Even in the most evolved coaching cultures, the CEO and board likely don’t have the time needed to coach executives in the leadership pipeline (Our survey data indicates that 55% of VPs do not get coached by their boss). And let’s face it: Not all great leaders are great coaches — yet. A coach working with next-generation leaders can help ensure capable successors.
3	It’s lonely at the top. Senior leaders often have (or feel they have) no one capable and trusted enough to share their challenges, aspirations and insecurities. An external coach provides a trusted advisory relationship that allows absolute candour and sensitivity.
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5	A perfect storm is brewing. Often leaders find themselves in difficult situations they’ve never encountered. High-visibility change processes or difficult financial times, for example, demand highly skilled leaders. If a leader comes from a different organisational culture or has inherited significant business challenges, an external coach can help him or her avoid pitfalls and succeed faster.

\*Excerpts from the BlessingWhite research: The Coaching Conundrum 2009

## BlessingWhite Client Cases

### Global Insurance and Financial Services

Coached the top tier executives as part of a culture change initiative to address increasing competition, customer satisfaction and loss of core markets. Coaching was tied to identification of a new set of leadership competencies and leadership development content.

### Global Banking and Asset Management Company

Chosen to coach 25 high potential leaders of global Asset Management Businesses as part of a 9-month Leadership Development programme - client returned for the following 2 years.

### Global Advertising Company

Provided advising on strategic culture and leadership to their managing partners and top 20 leaders, including agency presidents, chief creative officers, CIO, CFO and other leaders across the agency network.

### Global Software Development Company

Coached mid- to senior leaders and intact groups across global locations to shift from a top-down culture to one in which leaders empower and leverage themselves through others.

Our personalised process takes executives on the path to greater results. Our clients find a range of benefits in working with us - from personal growth and reflection to better business decisions and higher employee engagement and performance. Executives who want to make true progress through the discipline and consistent motivation of a proven coach will find that BlessingWhite’s Executive Coaching accelerates their leadership and business success.

*“Coaching helped me learn quickly, in weeks and months, what would have taken much longer on my own. I didn’t have a year to figure out what my weaknesses were in my new role. It allowed me to be who the company needed me to be, quicker. Coaching hyper-accelerated my development.”*

- Managing Director, Advertising Industry

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