



FREQUENTLY ASKED QUESTIONS

About Executive Coaching

Q. WHAT TYPES OF LEADERS USE AN EXECUTIVE COACH, AND WHY?

A. People who engage the services of a professional coach are often high performing, high capacity individuals who want to advance to the next level of excellence in their work. Some have recently transitioned into a new setting that poses unfamiliar challenges and requires different abilities. Some use coaching to clarify their goals or to address obstacles that are keeping them from achieving their goals. Leaders experiencing excessive stress, lack of motivation, or difficulty changing ineffective behaviors find coaching quite valuable.

Q. HOW DOES COACHING ACTUALLY ENHANCE BUSINESS RESULTS?

A. To be effective, leaders must be credible. Others must be able to trust their competence (skills) and their character (values). Credibility is just the beginning, however. Strong leaders also provide clarity - of goals, roles, priorities and ground rules. Leaders build cohesive teams of diverse individuals, inspiring them to collaborate toward the achievement a vision. Leaders coordinate work - aligning resources with goals, streamlining systems and processes. Good leaders keep momentum alive, ensuring continuous adaptation to an ever-changing world. Many leaders find the use of a professional coach quite helpful. With the help of their coach, leaders recognize and address incongruence between their values and their behaviors; they become clearer about goals, they overcome obstacles to success. Great coaching helps leaders achieve remarkable results.

Q. HOW ARE COACHING SERVICES DELIVERED?

A. *Our* coaching is typically conducted via weekly telephone sessions, although face-to-face appointments can be conducted it deemed beneficial. Together, the leader (client) and executive coach agree upon a regular time for weekly appointments. Your coach can also be available for brief phone conversations or e-mail correspondence between sessions if needed.

Q. ARE COACHING DISCUSSIONS TRULY CONFIDENTIAL?

A. Yes. Good leader / coach relationships are built on a foundation of trust and mutual respect. Confidentiality is important so leaders can speak freely without concern their comments will ever be divulged to anyone.

Q. WHAT EXPERTISE SHOULD I EXPECT FROM AN EXECUTIVE COACH?

A. Leadership coaches are typically skilled in listening and verbal expression, with solid understanding of the challenges leaders face. Some coaches serve clients in many industries and professions without knowing the context in which their clients work. Our coaching is ideal for leaders in a number of organizations because of the breathe of Mr. McKenna's experiences and customers.

Q. WHAT DO LEADERS TALK ABOUT WITH THEIR COACHES?

A. This depends on the leader's aspirations and challenges. Leaders may seek a coach's help in meeting goals, clarifying roles, reducing stress or overload. Leaders may want candid feedback (a mirror), fresh insights (a window to new perspectives) or simply the time and confidential forum to refocus their aspirations or priorities.

Q. WHAT TYPES OF QUESTIONS DO COACHES ASK LEADERS?

A. Your coach might ask you to describe your work goals, what you're doing to achieve your goals, what's working well and what isn't. Coaches help you discover what's keeping you from achieving your aspirations.

Q. HOW IS COACHING DIFFERENT FROM CONSULTING?

A. Consulting often helps teams address broad organizational issues. Coaching involves confidential conversations between individuals. Consultants provide advice; coaches help leaders set their own goals, timetables, success measures and action plans.

Q. IS USING A COACH LIKE SEEING A COUNSELOR OR PSYCHOLOGIST?

A. No. Leadership coaching addresses work performance or satisfaction, not emotional or psychological pain.