



Coaching in Today's Economy

According to the American Management Association's Global Study of Successful Practices, 79% of survey respondents use internal coaching to improve individual performance and productivity. A highly regarded coach training organization - The Coaches Training Institute - wrote "... for today's executives to be successful, they must create productive relationships with a diverse range of people and situations."

Coaching is an investment that produces results! It works because according to author Alan Deutschman "it inspires hope... it creates learning, practice and mastery through repetition" and the individual "begins to think in an entirely new way, revisiting biases and beliefs, re-framing his or her conceptual framework. The coach "understands the old and new frameworks and coaches the client from one to the other as a guide, as a bridge, showing that the coach too has walked this road".

Today's challenging business environment is driving change in various ways. Mergers, consolidations, new technology, systems and products, globalization, outsourcing, private labeling, downsizing, changes in the competitive landscape, skills required are stretching the capabilities of leaders and others like never before. Recently, worldwide, we have additionally experienced a number of business failures, government takeovers and other governmental interventions. The landscape is indeed tough these days.

In the past, most businesses have reduced expenses in times of severe economic pressures by eliminating people oriented business practices like training, seminars, etc. Certainly scrutiny in all expense areas is called for during difficult times. I would argue though that, now more than ever, an ongoing investment in people is a critical strategy for long term business success.

Someone once said that time on talent beats talent all the time. Another said that education without coaching is pure entertainment. Business coaching is a proven way to invest time on talent and have new learning stick. Coaching works!

Leaders of people and independent performers need to be as effective and as efficient as possible for an organization to succeed in today's environment. Consider an investment in coaching for you or leaders within your organization, especially now! You will be happy you did. You will see that it will help grow and equip you and your team in these challenging times, resulting in gratifying achievements including improved financial performance, associate advancement, and a sense of satisfaction and well-being for all involved.

Let me hear from you about a challenge or vexing problem you may be experiencing. I would enjoy discussing it with you. If you would also like a free Executive Management Assessment with me to discuss how I can help you achieve the greatest success possible, please call me or email me and we'll get clear about the best immediate next steps for the success of you and your team!

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