



## Benefits of Self-Mastery, Relationship, Career, Performance, and Management & Executive Coaching

### Benefits of Management & Executive Coaching

- More effective use of resources,
- The development and introduction of positive, sustainable corporate values,
- Behavioural patterns aligned to personal goals, business goals and driving them forward,
- Focusing on making the right strategic moves,
- Well developed communication methods and style, ensuring clear, effective and constant communication,
- Improved ability to set and achieve appropriate, measurable business goals,
- Increased ability to think strategically and choose the most suitable course of action,
- Coaching accelerates the development of managers and leaders,
- Overcome work challenges and find lasting solutions,
- Behavioural and performance related matters dealt with appropriately, professionally, and timely,
- Improved managerial assertiveness and effectiveness,
- Improved work environments, where line management and employees know what is expected of one another,
- Learning organisations which encompass mutual feedback, resulting in a feedback culture,
- Use and or increased use of praise and recognition resulting in increased motivation,
- Ongoing performance improvement and increased productivity,
- Two of the greatest tools that leaders have in leading others, are their **personality** and **behaviour**. Leadership coaching can result in leaders significantly enhancing these, thereby improving and maximising their impact on others and their company,
- A key contribution **leaders** make is how well they **influence others around them**, are able to communicate ideas, walk the talk in terms of demonstrating the behaviours they talk about, and finally, inspire their team in striving to achieve common goals. Coaching is a vital tool in unlocking and enhancing these inherent abilities within leaders,
- Attracting, retaining and developing staff in today's ever-changing world is key to ensuring sustainability. Executive and leadership coaching encourages executives and leaders to lead by example; discover improved ways to support their teams in engaging in ongoing professional personal skill development courses/programmes, as well as being highly committed and motivated (and imparting the commitment and motivation onto their staff),
- Coaching can assist individuals to learn new or improve skill sets and abilities; improve their effectiveness (E.g. communication, communicating vision, team building, or delegation); enhance competencies and characteristics required for their current or future job, and formalising coaching in leadership roles where leaders become a manager, including a role as coach,
- Employees and management alike experience greater enjoyment and pleasure at work, improved time management, higher productivity, improved client relationships, greater efficiency with colleagues and clients alike, higher incomes, increased motivation, improved life balance and greater fulfilment,

- Effective, value-add, inspirational leaders (or build on already existing skills and abilities in this regard),
- Research by the International Personnel Management Association, results of which were published in January 2001, concluded that "ordinary training typically increased productivity by 22%, while training combined with coaching increased productivity by 88%",
- **Coaching provides structure, guides assessment, provides focus on the issues and results, and directing energies, encourages the full utilization of strengths, sets forth ways to identify weaknesses and transform them into strengths, applies feedback and review of the key issues, and assures reinforcement of the appropriate behaviours and positive results,**
  - Identification of solutions to work related issues,
  - An increased ability to clearly define and exceed business & personal objectives through sustained peak performance,
  - Heightened clarity and flexibility in strategic thinking,
  - Knock-on organisational benefits including greater team motivation, improved performance and staff retention at all levels,
  - There is increasing evidence that coaching is one of the most powerful ways of developing people and adding to bottom line business performance. A study of Fortune 1000 company's using coaching showed that it resulted in:
    - An increase in productivity (by 53%),
    - Increased customer service (by 39%),
    - Increased retention of senior people (by 32%),
    - Reduction in costs (by 23%),
    - Increased bottom line profitability (by 22%).
  - The same survey reported that the individuals who received coaching saw:
    - Improvement in working relationships with colleagues and staff,
    - Improved working relationships with their direct line manager,
    - Improvement in team-working,
    - Reduction in conflict,
    - Improved working relationships with clients.
  - In another survey, the Chartered Management Institute showed that 80% of coached executives said that they would benefit from coaching at work and dismissed the suggestion that coaching was a fad. In addition, 96% said that coaching should be available to employees regardless of seniority.
- All company's systems (technology, management style, culture, policies, and so on) are based on **behaviour**. So what precedes the behaviour? What causes people to **behave** the way they do within companies? What is the trigger? Within companies it is very often the policies, regulations, rules, instructions, and commands that **bring about certain behaviours**. Naturally behaviours within a company have **consequences**, either negative or positive (rewards, praise, results/lack of results, punishment, and so on). In turn, **consequences also create behaviours** (either negative or positive). Could companies do away with what triggers behaviours? (policies, regulations, rules, instruction, and commands, etc) Not likely! What is the alternative? **Change the behaviour!** This is where a coach is valuable in changing behaviours to bring about positive outcomes. In performance coaching, the coach can assist in establishing why a desired result in a particular job is not being achieved.
  - For example, is an individual not performing because his/her skills are not aligned, or are the outputs inappropriate in respect of the individual's skills? Are the individual's skills appropriate to "handle the environment" within which they are working?

Coaching can assist in resolving all these scenarios.

### **Benefits of Relationship Coaching**

- Many of the benefits under **Life Coaching** can be achieved in **Relationship Coaching** as well.
- Improved quality of life and interpersonal relationships,
- Improved interpersonal communication skills,
- Overcome relationship problems or obstacles,
- Discover and enjoy rewarding, caring, loving, fulfilling relationships,
- A confidential and objective “space and time” enabling self-awareness and self-reflection,
- Coaching is life orientated resulting in practical, useful, and applicable solutions,
- Clients’ positive, constructive, future state thoughts become their new reality,
- Positive thought and perceptions (as apposed to negative) leading to improved interpersonal relationships and greater personal and work satisfaction and rewards,
- Personal joy and happiness,
- Clients can develop and maximise the usage of their innate talents,
- Clients can discover what they REALLY want for themselves and in relationships,
- Openness to personal learning in effective and rewarding relationships.

### **Benefits of Life Coaching**

All the benefits under **Relationship Coaching** can be achieved in **Life Coaching** as well.

- Openness to personal learning and development is increased and personal skills development accelerated,
- The coaching process creates an inherent ‘forward momentum’,
- Through identifying psychological inhibitors and drivers, the client can overcome what is holding him back, resulting in the pursuit of his compelling reason to move toward his goal,
- Improved and maximization of personal and other individuals skills,
- Improved performance and productivity,
- Improved learning,
- Adapt easily and with greater flexibility to change,
- Coaching has a dramatic impact in so far as converting what individuals, teams and companies/organisations know what they should do, into them actually doing it,
- Individuals, teams and companies (**clients**)/organisations thought/s are actualised as their most appropriate goals through action and learning, resulting in new and more desirable personal and or company/organisational reality,
- Clients become focused, goal and learning orientated, and “keep on track”,
- Coaching holds the client responsible to himself and his highest intentions,
- Clients identify and live out their true passion, purpose and life legacy,
- Clients identify and achieve their dreams and aspirations, wants and needs, and vision,
- Discover previously unimagined opportunities, perspectives, and innovative ideas,
- The creation of opportunities through personal growth and development, as well as improved identification of opportunities and a tendency to “grab” those opportunities,
- Clarification of personal and organisational values and beliefs that are at the core of what motivates clients,
- Meaningful, developed lived life and or business strategy and plan,
- Effective self management and accountability for ongoing forward movement,
- Eradication and replacement of aggressive behaviour, negative attitudes, argumentative nature, fear, lack of assertiveness, poor organisational skills, and nervousness with more desirable, positive behaviours and thought processes,
- Challenge thinking,
- Effective problem-solving,
- Confrontation skills enhanced to ensure improved outcomes, win-win situations,
- An increased ability to identify and overcome the barriers that prevent career moves,
- Improved two way interpersonal communication,
- Identify and utilise core competence thus enabling greater success and wealth,

- Enhanced decision-making skills by creating time and space for objectivity on key issues.

### **Benefits of Career Coaching**

Many of the benefits under **Relationship, Life, Performance, and Leadership, junior, middle, senior management, and executive Coaching** can be achieved as well.

Improved ability to explore various career options in line with the individual's, strengths, lifestyle, values and beliefs,

Choice of and working in a career you find most rewarding and beneficial,

The pursuit of a career most suited to the individual,

Enjoy a rewarding and fulfilling career,

Be promoted to the position you want,

Overcome career problems or hurdles.

### **Benefits of Performance Coaching**

Many of the benefits under **Relationship, Life, Career, and Leadership, junior, middle, senior management, and Executive Coaching** can be achieved as well.

Improved and effective interpersonal communication skills,

High performance at work and in personal life,

Continuously exhibiting high performance behaviours at work,

Solve performance problems with employees and colleagues,

Bring about a culture of high performance,

Output and performance of individuals, teams, and companies/organisations as a whole can be dramatically improved when coaching is included in the training and development and human resources arenas.