

## Executive Coaching

Corporate Health Group and [Lighthouse Performance Strategies](#) recognizes the importance of strong leadership in a successful organization. Whether to improve individual or team workplace results, executive coaching is the one process that can quickly make a significant difference in improving performance outcomes in the context of real-life on-the-job challenges.

This professional partnership between a credentialed coach and a key organizational leader or team concentrates on leadership development, performance improvement and achieving enhanced strategic goal success through facilitated tactical action planning and implementation.

Executive coaching accelerates the individual or team's leadership, performance and strategic progress by providing disciplined focus and awareness of the potential myriad of solutions to achieve improved outcomes. With coaching, individuals or team members experience:

- Fresh perspectives on challenges and opportunities
- Enhanced critical thinking and decision making skills
- Improved interpersonal and intrapersonal effectiveness, and
- Demonstrated confidence regarding workplace deliverables and work-life balance.

### Executive Coaching

*Q: Why should an individual or team work with a coach?*

Some common reasons to work with a coach include:

- A challenge, stretch goal or opportunity that is urgent, compelling or exciting
- A gap in knowledge, skills, confidence or resources
- A desire to accelerate results
- A need for a course correction in work or life due to a setback
- An ineffective style of relating that isn't supporting the achievement of professional goals
- An individual is extremely successful, and success is becoming problematic
- A need to identify an individual's core strengths and how best to leverage them
- A desire for work and life to be simpler, less complicated and in better balance
- A need and desire to become more organized and self-managing

*Q: What has caused the tremendous growth in the coaching industry?*

- Rapid changes in the external business environment
- Downsizing, restructuring, mergers and other system changes have radically altered the "traditional employment contract"—organizations can no longer achieve results using traditional management approaches
- A growing shortage of talented employees in many industries—to attract and retain top talent, companies must commit to investing in development

- A widening disparity between what managers were trained to do and what their jobs require them to do to meet increasing demands for competitive results
- Unrest on the part of many employees and leaders in many companies—people are wrestling with fears around job insecurity and increased workplace pressures to perform at higher levels than ever before
- Companies must commit to well-lead, consumer-oriented organizations which are inclusive and collaborative to achieve strategic business goals and maintain world class employee engagement, customer satisfaction and continuous “product” quality.

*Q: Which managers might benefit from working with an executive coach?*

Coaching is effective when the executive leader is:

- Open to change and collaboration
- Aware that a change in behavior on their part or the part of others would make a difference in the long term success of the company
- Challenged by managing younger and more diverse workforces
- Newly promoted or assuming stretch assignments
- Sensing the need for better work-life balance
- Focused on being a better people-developer
- Challenged to produce accelerated results
- Motivated to be more organized and self-managing.

*Q: What is the ROI for executive coaching?*

The ROI for coaching is irrefutable. Users of coaching services concluded that the “average return on investment for coaching = 5.7 times the investment” (Manchester Study 2004). Metrix-Global conducted a return on investment study of executive coaching (Nov. 2001) and found that coaching produced a “529% return on investment and significant intangible benefits to the business.”

*Q: What healthcare organizational situations lend themselves to executive coaching?*

Organizations that benefit from executive coaching include those that have any or all of these situations:

- A new senior management team and want to see big improvements in a short period of time
- A new executive who needs fast track acclimation to “hit the ground running” in a high impact position
- A reputation that needs building quickly
- A serious vacancy and turnover rate and has tried “everything”
- Is not satisfied with its current position and wants better
- A valued high performing leader who would be rewarded through coaching
- A valued moderately performing leader who could grow effectively through coaching

*Q: What types of coaching are offered by [Lighthouse Performance Strategies](#)?*

### Executive Coaching

For senior managers, executive coaching is initiated by corporate coaching assessments, establishment of coaching goals in alignment with the organization’s strategic plan and coaching focused on the individual’s priorities throughout the coaching period.

### Individual Leadership Coaching

For middle managers or individual contributors, the coaching process is initiated by assessments, establishment of coaching goals in alignment with the senior manager and human resource professional as applicable, and coaching focused on the individual's priorities throughout the coaching period.

#### Bookend Coaching

For significant events, meetings or appointments, coaching is available to go over last minute details or strategies beforehand and to help you celebrate the outcome and debrief lessons learned immediately afterward.

#### Group Coaching

Group coaching is available to individuals within the same organization and those from others organizations. Provided all group coaching participants share common developmental goals, they may benefit from the insights of both the coach and the group through tele-coaching sessions.

#### Team Coaching

Team coaching is available for team members within the same organization and includes assessment to goal achievement in alignment with organizational strategic plan. The focus is on transforming a group of talented individuals into a high performing team.

*Q: What types of coaching are offered by [CHG](#)?*

#### Sales Field Observation and Coaching

CHG is able to provide staff to conduct field observation of each dedicated sales staff member. Each observation is 4-6 hours, includes up to three appointments with targeted "A" contacts and is focused on new business development not issue management as the purpose of the appointment.

#### Interim Sales Management and Coaching

CHG is able to provide the client with interim sales management and coaching. CHG assigns a consultant to work offsite and onsite providing organization, management, meetings, strategy, planning, staff observation and focus to the physician relations team members.

#### Offsite Sales Management Support and Coaching

CHG is able to provide management support and coaching by telephone and email. Typically, this is accessed post onsite work sessions to reinforce and support the client's implementation of recommendations and to provide skill/technique coaching. Client receives access to CHG password protected toolkit, newsletter and articles on appropriate topics. Clients may use some of the calls for management only and select a schedule of calls that are for the team. Team calls will have a pre set agenda to work on skills, techniques or sales strategy for field work.



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