

Strategic Executive Business Coaching



Strategic Executive Coaching is not a panacea. It is a deliberate, structured and process-driven effort, utilizing day-to-day interactions and decisions to enhance a leader’s contribution and performance.

Executive Coaching is a far more effective effort than tolerating less than effective leadership and the high potential for losing your high performers due to the behavior of their boss.

Strategic Executive Business day Coaching is all about building a trusting relationship based on the existing leadership and personality strengths of a leader, while pragmatically and behaviorally addressing potential improvement areas.

The content for the coaching comes from the strategic and tactical day-to- work of the leader.



The overall goal of the Stimson Associates executive coaching effort is to enhance the executive's awareness and ability to consciously identify and practice behaviors resulting in increased effectiveness and leadership. This is a strategic rather than corrective effort, specifically designed to identify behavioral options that will enhance current and future success and effective leadership. Each Strategic Executive Business Coaching engagement is process-driven and customized to meet the confidential, strategic and behavioral objectives and needs of the participating leader.

Goals of Strategic Executive Business Coaching

- s Provide a practical and proven approach to help executives develop leadership and communication behaviors more closely aligned with their strategic intentions.
- s Provide a supportive, focused and non-judgmental coaching relationship, allowing executives to explore and test new leadership and communication behaviors prior to public implementation.
- s Provide a structured and supportive methodology enabling executives to develop pre-planning and post mortems on the intended and unintended consequences of their leadership and communication behaviors.
- s Assist executives with the development, implementation and integration of conscious strategic decision making behaviors and effective communication options in addition to an internalized process for rapidly judging effectiveness and options.
- s Provide additional process and content specific technical coaching consistent with the executive's responsibility and the coach's expertise



Focus of the Coaching

Strategic Executive Business Coaching focuses on the work related behavioral aspect of leadership and communications resulting in enhance success. We will explore behavioral options and the related clues and cues that foster conscious choices and improved effectiveness. We will also explore the work related thought and feelings that influence behavior. We will not engage in, nor will we focus on, psychotherapeutics or personality change unless it is specifically work related.

Process Overview

Each Strategic Executive Business Coaching engagement is customized to meet the confidential, strategic and behavioral objectives and needs of the participating executive.

The Initial Executive Coaching Program consists of a series of face-to-face coaching sessions. The specific number and frequency of the Coaching Sessions is mutually determined and documented in the Joint Coaching Agreement. To maximize productivity and efficiency each coaching session is scheduled for 2.5 hours. Of course the duration of each session depends on the session's focus, content and progress. This schedule allows for pre and post coaching planning, session documentation and e-mail/conference call support.

The Joint Coaching Agreement

The Joint Coaching Agreement usually results in an initial commitment for (on average, 8 to 10 sessions) sessions over four to five months of practical, supportive, behavioral executive coaching. The critical success factor for this type of coaching is a continuing commitment engaging both parties. As outlined in the Agreement, the continuation of the coaching effort is contingent upon ongoing commitment and progress.



The Joint Coaching Agreement usually includes the following:

- s SCOPE AND BOUNDARIES OF THE COACHING process
- s IDENTIFICATION OF POTENTIAL COACHING issues and opportunities
- s BEHAVIORAL EXPECTATIONS AND CRITICAL measures of success
- s EXPECTED LEVEL OF COMMITMENT and work
- s CONFIDENTIALITY CODE OF CONDUCT agreement
- s COACHING SCHEDULE AND ANTICIPATED scheduling options
- s SCHEDULE FOR PHONE BASED SUPPORT Coaching (as appropriate)
- s EXPECTATIONS FOR PROGRESS REPORTING, discussion of progress, enablers, barriers to success and action planning

In addition to face-to-face coaching, supportive sequences of phone coaching sessions are usually scheduled between the face-to-face meetings ensuring continuous support and progress.

Confidentiality

A critical foundation of effective work related coaching is the establishment of a supportive, focused and fully confidential relationship.

The entire coaching process and all coaching discussions are highly confidential and private to ensure the maximization of behavioral choice.

All conversations, notes, work products, assessment data, etc., are the property of the participant and not the sponsoring company. Unless self- destructive or criminal behavior is imminent full confidentiality is ensured.

Executives can request that the coach engage in work related behavioral discussions with their bosses, peers, etc. While we will encourage these discussions, the participant of course has the final say. Documented permission will be required for the coach to have these discussions.

Financial Impact of Strategic Executive Coaching



Cost of
Strategic Executive Coaching



Cost of poor leadership
& potential turnover of
high performers

Investment in Enhancing Success

Based on the nature, intensity and ongoing interaction between the participant and the coach, this initial phase of Executive Coaching usually requires a commitment of four to five months and is all-inclusive, covered by a lump sum fee.

Our experience is that a lump sum fee is the most cost-effective investment strategy for all parties involved. This insures the lowest cost for the sponsoring organization and increases the trust and utilization of the coach by the participant.

This fee includes all face-to-face coaching sessions, phone coaching, any additional interviews (such as participant's requests that the Coach talk to others,) any instruments that may be utilized and all pre and post session preparations.

Please note that this lump sum investment does not include the minimal cost of travel (usually involving mileage, which is assessed at the current IRS approved rate per mile) and tolls if any. The Invoice for this work will be billed upon your approval to proceed and the scheduling of the second face-to-face session.

Getting Started

After our initial conversations and upon your request, Stimson Associates Inc., will submit a Strategic Executive Business Coaching Proposal to the sponsoring executive. The Proposal will include the following details customized for the engagement:

- s INITIAL INTERVIEW OF THE STRATEGIC EXECUTIVE BUSINESS COACHING TO ENHANCE Success effort
- s THE OVERALL SCOPE OF THE INITIAL EXECUTIVE COACHING (SCOPE OF WORK)
- s ANY SPECIFIC AND OBJECTIVELY MEASURABLE BEHAVIORAL OUTCOMES AND progressive measures of success
- s THE AGREED UPON NUMBER OF FACE-TO-FACE CONFIDENTIAL COACHING SESSIONS
- s THE TIME FRAME FOR CONDUCTING DESIGNATED SESSIONS
- s THE LUMP SUM PROFESSIONAL SERVICES FEE
- s THE APPROVAL TO PROCEED DOCUMENT MUST BE SIGNED AND RECEIVED PRIOR TO initiating services.
- s THE SPONSOR'S CONFIDENTIALITY AGREEMENT MUST BE SIGNED AND RECEIVED prior to initiating services

For More Information and a Sample Outline for the First Four Strategic Executive Coaching Sessions please contact:

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