

# COACH

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## 6 REASONS TO CHOOSE

EXECUTIVE COACH TO BECOME  
SUCCESSFUL

**INSIDE:** As Coaching is gaining momentum in **India** one should know the reason to Engage.



Over the past decade, Executive Coaching is gaining momentum in India. The needle has moved from rare to common. As some of the Organizations are offering their key Executives a chance to work with a coach is a positive thing, and I as an Executive Coach majority of the times was asked to explain the benefits of it. Some Executives engage a Coach already knowing, and having a relatively bright idea of what they expect from the relationship.

Recently a potential client asked me how he would benefit from working with an executive coach: and it was an excellent opportunity for me to reflect on the positive outcomes of coaching.

Basing on my experience over the last six years, having coached more than 200+ executives at various levels I am going to summarize six critical benefits of a coaching engagement with an open mind and a real willingness to grow, executives can reasonably expect to reap these benefits:

### 1. Get a Deeper Insight of Self

It may sound straightforward but is very important. Many a research shows that most of us don't see ourselves very clearly and that it matters: greater self-awareness among leaders correlates with organizational effectiveness and profitability, and employees prefer to follow leaders who understand themselves clearly (and are willing to share their perceptions).

Basing on my experience whenever a leader works alongside with me, I try to gather inputs about how others perceive them at the beginning of the engagement and share it with them. I also try to pattern the feedback into key themes, to further clarify others' perceptions of your key strengths and growth areas.

According to me: throughout the coaching engagement, ideally, a coach will also share his or her perceptions of you, based on observation of you and your interactions with others. These feedbacks will help you build skills to see yourself more clearly: to question your assumptions about yourself, get curious about where you're strong and where you need to grow.

### Six Reasons to choose an Executive Coach for being Successful

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## 2. Know others more clearly

The most common reason for a leader to run into problems is because of their inaccurate assessments of those around them. They would end up losing good employees because they don't spend enough time to recognize and support their capabilities. On the contrary, may end up keeping poor performers for too long because they think they're better than they are.

It may impact leaders standing because they over- or underestimate someone's ability to have an impact on their career success. An excellent and insightful coach will often have more neutral and accurate perceptions of those around you than you will, and will share those perceptions with you.

I predominantly try to work to make my coaching clients independent and also help them apply the same mental skills as they learned for seeing themselves more clearly so that they can become more accurate in their assessment of others.

## 3. Learn the Art of Responding

Many of the leaders feel that what brought them here will take them to the next level. As a mid-level leader, most of you have a set of capabilities and responses that may serve you well, but that won't help you as more senior leaders.

Recently, I was coaching a brilliant and capable senior Director from a Telecom company who was still mostly just putting his head down and getting his work done – he hadn't tried to learn to bring his team together and ensure they were all working in sync toward the highest-priority goals.

Through the Coaching assignment, I was able to help him see that his success now depended not only on the quality of his work but also on his ability to inspire and direct others. I worked with him to learn the necessary skills and shift his mindset – and he now has new, more useful tools in his "leadership toolkit."

## 4. Play on your Existing Strengths

One of the most considerable advantages of having an Executive Coach is to help you see and play to the strengths that you already have which you might be underestimating. At the start of my Independent Coaching business, I coached a CEO who had a real gift for envisioning the future technology and its application in his area of Business that would appeal to customers in the future. He was under the impression that it is no big deal as most of the CEO's are supposed to do that.





I worked with him to make him understand and see the uniqueness and value of envisioning capabilities and also shown him how to learn to use it more effectively for the benefit of his R&D team and his organization in General.

### 5. Enhance Productive Relationship

As an executive coach one thing which I have observed is Leaders limit their overall effectiveness by associating or nurturing a relationship with a set group of people. It only means that they are associating with people just who resonate with them and belong to the same background, beliefs, and probably match their working style.

A Coach, helps his/her coachee realize this and work with them to question their limiting beliefs about people who are not like them.

I typically use specific tools to make them understand how to develop excellent and crucial working relationship with a broader variety of people.

### 6. Gaining the real value

The coaching assignments real value lies in this very fact of gaining true value. A practical and able coach helps you mine the key Goals which resonates with your dreams and traverse along with you in discovering your capabilities for achieving them. Coach stands beside you through this journey as he knows you well and helps you to bring out the best by being neutral.

The key to this whole journey is coach being very honest with you regarding telling you how you are faring against your set Goals, reminding of your say do ratio which ties back with the intentions.

A more profounding impact of having a coach is he can help you hone newer skills through which you can think differently and achieve your set Goals and achieve your larger career objectives.

