



# EXECUTIVE COACHING OVERVIEW



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# IS COACHING RIGHT FOR YOU?

Most people in senior roles will benefit from coaching at different times in their career. It may be when you face new challenges, or feel that you need someone external to your organisation to bounce your ideas off.

Executive Coaching can compliment other development (workshops for example) by giving you space to focus on your specific challenges in a confidential setting. Group workshops often don't give that opportunity to be fully open and honest and be positively challenged.

Coaching is time efficient and usually provides real results much faster. You have to be willing to fully engage and the hard work is mainly yours to undertake, yet it can lead to insights and changes that you couldn't have achieved by other means.



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The coaching process and approach we follow ensures you get the outcomes you are looking for in terms of shifts in behaviour that you can measure.

# THE COACHING PROCESS

- 1. Initial conversation between prospective coach and sponsor (usually the sponsor is the 1 up manager).** The purpose is to discuss the brief for the coaching, the background to the person being coached and from that assess whether coaching is the right option for the development needs of the person. for the coach to explain their approach and way of working.
- 2. A chemistry meeting** is held with the executive and the coach – simply a meeting over a coffee/phone/skype to establish an initial relationship, answer questions, set expectations and agree a process.
- 3. Formal briefing and objective setting.** This is an important part of the process where all 3 parties align on the brief. It is vital that the coachee understands the objectives and agrees the areas of focus, as briefed by their sponsor and adds their own objectives to those. This is also the part of the process when we agree how the effectiveness of the coaching will be measured.



# THE COACHING PROCESS

## 4. **Benchmarking via 360 Feedback.**

Many of our clients already conduct some form of 360 assessment. We recommend that a formal 360 feedback process is initiated to provide current information on the coachee and benchmark progress after the coaching is completed.

## 5. **Individual coaching sessions.** This would involve a minimum of six one-to-one sessions with the coach, over a 3-4 month period. Coaching can be conducted face to face or remotely using Skype or Zoom.

## 6. **Debrief and results review.** The discussion at the end is ideally done face to face and all 3 parties discuss outcomes against the objectives set and the next steps. A second 360 process may be undertaken here to compare progress against the initial 360 process.





If you have not received personal coaching before, you'll probably wonder how the conversation will go. The above saying summarises the underpinning philosophy of coaching. The conversation is fully centred around you: your challenges, your development needs, your context.

It's common for the coach to have sight of your most recent performance review, your role description, together with goals and KPIs. If you have completed any 360 feedback process, personality profile or strengths assessment, these are all very useful to share.



# WHAT TO EXPECT FROM A COACHING CONVERSATION

## IT'S YOUR GAME WITH OUR RULES

The “rules” for coaching are that we meet away from your offices, well prepared or with the agreed follow up work completed. That phones are switched off and at least 15 minutes after the coaching session are set aside to allow you time to reflect. Much better than rushing off to another meeting.

The conversations are fluid and will mainly be driven by the questions the coach asks. It's important to understand that the coach is not there to solve a problem or to provide a specific answer. Their role is to open up and challenge your thinking, help you develop different options and make decisions around action. They are there to hold you accountable and hold a mirror up to your behaviours and actions, so that you get the best out of yourself



Apart from helping me feel valued by my business (because of the time and money they had invested in this process on my behalf), it has certainly helped clarify my thinking and behaviours, which will make me a better leader.

***Investment Director Global Media Agency***



The coach was a fantastic sounding board for sharing the thinking about the direction and structure of my team. Their coaching on how to communicate with the team through this process and how to manage change effectively was extremely valuable and helpful to me.

***Group Business Director Digital Agency***



## CLIENT TESTIMONIALS



The coach had a fantastic way of wrapping the iron fist of their performance expectations in a velvet glove of warmth and understanding. You understand that in no uncertain terms your behaviour needs to change to deliver but it's done with an understanding of the individual at all times.

***MD Pharmaceutical***

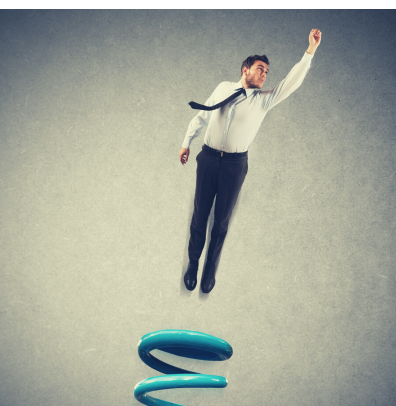


Professional coaching enables me to see my blind spots. It's made me much more aware of where I need to improve and forced me to ask all the right questions about how I'm performing as a CEO. It's been invaluable."

***CEO Creative Agency Australia***



**CONTACT:**  
[www.wentworthpeople.com.au](http://www.wentworthpeople.com.au)  
1800 80 72 88



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