

The Role of Executive Coaching

We have learned that Leaders aren't always Managers and vice versa. They have very different skill sets. Both are critical to the success of high-growth businesses.

Executive Coaching and Counseling provides the framework for understanding both. I focus on organizational structures that interrelate core functions with morale, respect for the roles of others, and a culture of responsibility, purpose and ownership.

In coaching Managers, we execute the company vision in a systematic and methodical way. We see the intricate moving parts and understand how things get done. We establish Point A and agree on the future Point B. Most important, we define this gap by the Content of the business (the What), the Process of getting to B (the How), and Context of variables we are dealing with (the Who). Consider the inter-relationship of Strategy, Culture, Communication, Innovation, Reliability, Vision, Risk-Taking, Leadership and Career Building, Customer Perception, Value Proposition, and Resilience to Lowering the Bar.

Many entrepreneurs are Leaders, but not Managers. Risk and Reward stimulates the vision that drives the entrepreneur. Managing in a box, within a timeframe, is uncomfortable for them. Others will follow and manage, because of the Leader's integrity and passion for the future. These managers are the engines driving the train.

Start-up companies are complicated early on, by everyone wearing multiple hats. Leaders need to manage until others emerge with strengths that compliment the Leader's, and ultimately, insure the success of the business. When building a team, you don't win with 9 Shortstops, because they all want to play the same position.

Long-standing companies are complicated later on. Bad companies don't last. Good companies can, if legacies, traditions, and transitional leadership is innovative and futuristic.

What does it mean to be a futurist? Don't get caught racing ahead to a useless place. We need to do more than decide to do something. We need to jump off the log and actually do it! Business planning needs an action plan and you need to follow each step. This Methodology is about Personal Mastery of each role, with Accountability.