

Mastering Personal Leadership and Transformation

# EXECUTIVE COACHING

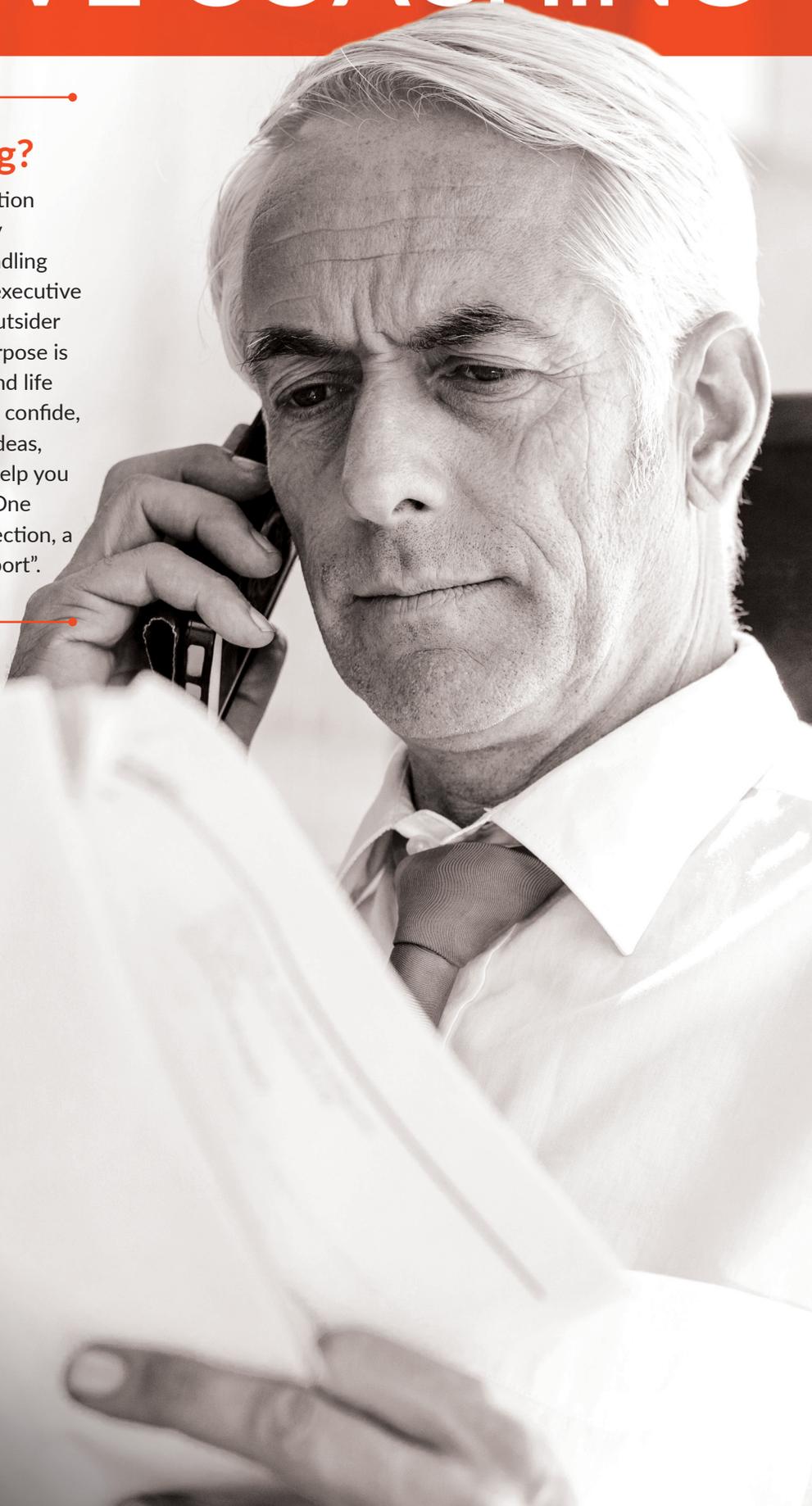


## What is Executive Coaching?

Executive coaching is a confidential, real-time, action oriented development dialogue that guides highly functional leaders in finding their own way of handling challenges and capitalizing on opportunities. An executive coach is your personal confidante: an objective outsider with a different lens on the world, whose sole purpose is to help you reach, and often exceed, your work and life goals. Your coach is someone with whom you can confide, share your dreams and aspirations, explore new ideas, and try new approaches to your goals. They will help you evaluate alternative ways of thinking and doing. One executive described it as having “a mirror for reflection, a roadmap for direction, and a cheerleader for support”.



Healthy Companies



## Why Executive Coaching?

The world is changing faster than ever before, requiring leaders to grow, adapt and change in ways they've never had to consider in the past. Executive coaching provides a real-time experience and process to do this. Your coach will help you develop new skills required to adapt to your changing environment, learn how best to apply them to the unique situations you are faced with each day, and support you as you navigate the realities of your organization.

## How Does It Work?

Your coaching engagement begins with an initial assessment to determine your current skills and capabilities, as well as identifying any potential development areas. Goal setting follows, with regular sessions scheduled to keep you focused and engaged in your development, as well as helping you problem-solve the many challenges of the business world. Follow up and personal accountability are built into the process.

## Your Coaching Experience Will Be:

**Personalized:** Coaching uses what works for you. It recognizes and honors your talents and capabilities.

**Real-time:** Coaching provides guidance and feedback without taking you away from your day-to-day responsibilities. It takes place in the context of your job to create the higher levels of performance you seek.

**Objective:** Coaching provides you with a clear view of what you are doing well and where you might improve – unfettered by competing agendas.

**Multifaceted:** Coaching uses multiple lenses to help you see better how your situation affects you individually, as well as to grasp the complexity of the strategic and systemic situations.

**Teachable:** Coaching enables you to share your new insights and perspectives through practical tools and techniques, and to model the new behaviors you seek to promote.

## Your Coaching Engagement Will Follow Our 3-Step Framework Below:

### FOCUS

#### Objectives:

- Develop scope of engagement
- Build trust & momentum

#### Outcomes:

- Understanding of process & roles
- Increased self-awareness
- Commitment to initial action plan

### EXECUTE

#### Objectives:

- Clarify options
- Experiment with new approaches

#### Outcomes:

- Confidence in progress & performance
- Comfort with expanding options
- Commitment to one-year action plan

### SUSTAIN

#### Objectives:

- Review progress and process
- Define long-term development

#### Outcomes:

- Healthy new habits and perspectives
- Achievement of personal goals
- Commitment to ongoing action plan

## What's Distinctive About Our Approach?

- Healthy Companies brings over 30 years of experience, observation and research, based on study of 700+ top leaders across a wide range of industries.
- Our Grounded and Conscious leadership model helps you understand and optimize your performance, sustainably.
- Our four-step personal change methodology guides each coaching session:

- **See:** Do I see myself and the world accurately?

- **Think:** How do I understand what I see?

- **Feel:** Do I feel and manage my emotions positively?

- **Act:** What actions will lead to productive outcomes for me and my team?

Healthy Companies' executive coaching is all about helping leaders discover and translate their talents and capabilities into high impact business performance and personal fulfillment as leaders.

Let's get started—Changing the world one leader at a time starts with you.  
Contact us today at [healthycompanies.com](http://healthycompanies.com) or +1-703-351-9901.

### About Healthy Companies

Healthy Companies International was founded in 1988 by CEO adviser, organizational psychologist, and best selling author Bob Rosen. Its mission is to transform the world's organizations, one leader at a time. Thanks in part to a multiyear grant from the MacArthur Foundation, Bob and his colleagues began to research the characteristics of successful executives and their companies. Since then, the firm has conducted hundreds of in-depth interviews with CEOs in forty-five countries. Healthy Companies works with a wide range of Global 2000 corporations, government and nongovernmental organizations, and selected associations. Clients include New York Life, PricewaterhouseCoopers, Ralph Lauren, Booz Allen, and MedStar Health.

