

Top 10 Reasons to Bring an External Coach into your Company

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- 1) *To increase individual and organizational performance as it aligns with specific business goals.* The development of skill sets as related to business goals not only grows individuals, but unites them to others in their group and the organization at large. The external coach co-ordinates the process and assures its success.
- 2) *To improve the existing culture of the company.* Company cultures today need to become entrepreneurial, cooperative enterprises. The external coach works with the organization's leadership to design an effective operating culture.
- 3) *To improve the way an executive comes across.* Character, communication and listening skill sets are more vital today than ever. Virtual communication methods require the executive's hands on approach to be more polished and sophisticated than ever. An external coach provides an individual, confidential relationship to support the executive's growth.
- 4) *To increase the executive's ability to leverage time and talents.* The role of and leadership methods used by the executive must be continually upgraded to stay ahead of an increasingly fickle customer base and less-loyal work force.
- 5) *To get an outside opinion from someone who has no stake in the outcome of a specific situation.* Everyone the executive works with, including the spouse, has a need to maintain the status quo or to make changes that benefit them personally. The external coach is usually the only person in an executive's rolodex whose only priority is the client's best interest.
- 6) *To have a secure and confidential outlet to vent, when necessary.* Pent up frustrations and disappointments impair good judgment. Every executive needs an objective person to listen to them; someone with whom to talk things out.
- 7) *To expand upon, clarify, and clearly put into words the executive's vision for the company.* A clear, concisely worded vision naturally keeps customers and employees focused, reducing the need for management and constant motivation. An Executive Coach is an expert at languaging concepts, goals and visions, and helps the executive articulate the vision.

