10 Ways Coaching Can Help Your Leaders and Organization
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Introduction

Executive coaching helps leaders develop skills and strategies to increase their impact and enhance the value that they bring to the organization.

All leaders face moments when the talents and capacities that made them successful in the past are no longer adequate. Taking on a new or more senior role, managing a new initiative and leading change in the organization all require growth in new directions. Often this calls for both new skills and new ways of thinking.

Coaching can create real business value for an organization—from retaining valued talent in a competitive market, making the most of existing talent and addressing succession challenges to ensuring success for a leader reaching for an ambitious financial objective.

Over the course of a multi-month coaching relationship, a seasoned coach helps leaders identify behaviors that they need to change and new ones to embrace as well as deeply rooted mindsets that make this kind of change challenging. Through a one-on-one confidential relationship with a supportive leadership expert, executives build awareness of strengths, weaknesses and blind spots. They also develop the ability to think more deeply and clearly about situations, problems and potential solutions.

Being an effective leader and manager requires a range of skills that go beyond the hard skills that pertain to particular professions. Coaching not only helps people understand how to do what is needed, but also removes the internal barriers that may be preventing them from doing it.

This ebook offers 10 common ways that coaching can help your leaders and organization.
Help leaders focus on the highest impact work.

Leader Benefits
Even the most senior executives are often overwhelmed by the day-to-day and left with little time or energy for the strategic thinking and initiatives that yield breakthroughs.

Coaching can help a leader clarify the high impact work that only he or she can do, focus energy on the things that will affect the organization the most and delegate more effectively.

Organization Benefits
Helping leaders bring their true value to their role not only maximizes the talent of the executive being coached, but it trickles down throughout the team.

When everyone begins working to their best and highest potential the organization sees improved morale at all levels and more strategic and innovative solutions.

Core Leadership Capacities | Clarify highest and best use of self | Time management | Prioritizing & delegating | Goal setting
Help leaders deliver on ambitious and high stakes financial goals.

**Leader Benefits**
When a leader feels pressure to land a big deal, coaching can help him or her to build the necessary confidence, develop negotiating strategies and motivate the team.

The confidential and one-on-one nature of a coaching relationship is ideally suited for sharpening communication skills for high stakes situations.

**Organization Benefits**
Coaching leaders so that they walk into high stakes situations feeling confident enhances the likelihood for a successful business outcome.

At the same time coaching a key leader can help avert and quickly turnaround mistakes that would be very costly to the organization.
“Are all of these challenges worth it?”

3. Improve retention and engagement.

**Leader Benefits**

Challenging roles are more satisfying when a leader is engaged in his/her own development. Coaching can help leaders find and work at their sweet spot.

This is the place where one’s sense of purpose, most important strengths and professional growth all intersect with the organization’s needs.

**Organization Benefits**

Are your best leaders thinking of leaving or lagging behind in motivation? The cost of searching for and hiring a senior executive far exceeds the cost of coaching.

An organization’s investment in a leader can boost that leader’s confidence. Leaders who are happy and engaged are going to stay and contribute at a higher level.

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<th>Core Leadership Capacities</th>
<th>Improved sense of purpose</th>
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Enhance a leader’s influence and prepare for new roles.

**Leader Benefits**
There’s often a “soft skills” gap before someone is ready to comfortably step into a new leadership role. There’s no more efficient or effective way to bridge these gaps than in a 1:1 coaching relationship.

This is because each engagement is focused on the individual leader with an eye to the needs of the organization. It’s personalized, confidential and responsive to changing dynamics.

**Organization Benefits**
How are you planning for succession? Coaching gives emerging leaders the confidence and a broader institutional perspective needed to step into bigger roles.

It can also help senior leaders prepare to take on more challenging projects with grace.
Onboard faster and more successfully.

**Leader Benefits**
When a leader steps into a new role, the pressure is on to get up to speed and bring everyone along. It’s drinking from a firehose while commandeering the hook and ladder.

When the stakes are high, coaching sets up a new leader for success by helping him or her to set priorities, navigate the culture and build strong relationships.

**Organization Benefits**
The first six months for a new leader are critical and many struggle in this initial phase. If the leader fails to onboard successfully, everything else fails and the damage can be costly.

Organizations invest a great deal in hiring the right people; pairing your new leaders with a coach at the outset will reduce talent investment risk and ensure that valuable talent will achieve their true potential.

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Core Leadership Capacities | Developing teams & deploying talent effectively | Communicating in high stakes situations | Managing conflict | Giving effective feedback
“We’re under the gun and everyone’s just marching to their own beat.”

6. Strengthen team leadership.

Leader Benefits
When a team is new or struggling, coaching helps the leader to deploy talent effectively, mitigate problems and create a structure that encourages productive teamwork.

Whether the leader needs to manage conflict, build his or her authority with a new team or unite the team behind a common goal, coaching can zero in on the most effective levers for the specific leader and team.

Organization Benefits
Are your leaders using their teams in the best way for the organization? The value of the whole of a team is more than the sum of its individual parts.

Unresolved conflict saps productivity and morale; it also threatens the team’s ability to deliver on its mission. Providing coaching for team leaders enhances the ability of the team to achieve its objectives and revenue goals.

Core Leadership Capacities | Fostering team development | Leading from behind | Facilitation | Running meetings well | Setting agendas
## Change organizational culture.

### Leader Benefits
Shifting outlooks and mindsets requires that people take an uncomfortable leap out of the old. “This isn’t how we do it!” is a common refrain. There are also often many deeply entrenched structures and attitudes that need to be revised. This can make it difficult to determine where to start.

Coaching helps leaders to bring people along and effectively address resistance.

### Organization Benefits
Are your leaders trying to change the organization’s culture to make the company more innovative and nimble? If your leaders aren’t embodying the new mindsets and behaviors, no one else is going to make the leap.

Coaching helps ensure that the people at the top are modeling the changes for everyone else and allows for a swifter, less painful transition to a new way of doing business.
“What we’re doing is so much more important than prospects, product and profit. But nobody here knows or feels it.”

8.

Realize new organizational vision.

**Leader Benefits**

Senior leaders’ ability to communicate a new organizational vision is essential to the success of the change effort. Equally important is engaging stakeholders in the change.

Coaching helps leaders communicate the new vision with clarity and authenticity, and to inspire others to join in the change.

**Organization Benefits**

Do your leaders need to bring the organization along toward a change vision? All ears and eyes will be on the leadership team.

The more effectively they communicate and model the new vision, the faster the organization will adapt and results realized.
Help leaders manage conflict.

**Leader Benefits**
Most people either seek to avoid conflict or engage in behaviors that serve to escalate it.

When leaders work with a coach to develop communication skills to have difficult conversations and de-escalate conflict, they are able to re-set and repair relationships to move forward on their goals.

**Organization Benefits**
Are your leaders spending too much energy mired in conflict on their teams or with peers?

The result is poor morale, retention problems and failure to achieve goals. When conflict between peers on the leadership team stalls important initiatives, coaching can break the impasse.
“Everyone’s looking to me for the answers and I feel like I’m shooting from the hip.”


### Leader Benefits
When a new leader takes the helm or the industry is changing rapidly, the entire team or organization can be caught in the grips of anxiety.

Coaching helps leaders learn to manage their own anxiety, develop greater resiliency and negotiate turbulence so that they can rise above the fray and lead effectively.

### Organization Benefits
Are your leaders sufficiently resilient to manage uncertainty and turbulence?

When a team or organization is in transition, coaching the leader to manage through uncertainty and ambiguity has a direct effect on productivity, morale and retention.

Core Leadership Capacities | Strategic decision making | Leadership presence | Problem solving | Assessing risk
Next Steps.

Every coaching engagement is uniquely designed for a leader and his or her unique context. The focus is always on achieving sustained results and addressing the most pressing needs.

To get started with an executive coaching program to meet your needs, just send us an email at info@nextsteppartners.com.

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