



Corporate Counseling Associates
People it forward.™

Executive Coaching: Alignment of Goals and Execution

Coaching requires a highly personalized experience. Our coaching processes are customized to fit the nuances of each unique client situation. CCA's coaches partner with executives on a variety of business opportunities:

Executive Realignment. High value executives may become derailed, or shifts in business strategy may require executive behavior realignment. In these cases, personal and interpersonal challenges impact the executive, which in turn impacts others. Performance metrics (e.g., 360 results) can be useful or sometimes they are revealed for being short-sighted, indicating executive deficiencies when in fact, that is not the case—the whole business context requires analysis to understand “why” the metrics say what they say.

The business outcome is retention of high value executives.

Developmental Experience. High potential managers achieve the privilege of gaining a coach to accelerate the pace of professional development. Personalized leadership coaching provides the opportunity to learn more about self, others and the interplay in the context of getting things done through people and organizations. Developmental experience enables high-achievers to grow rapidly into new roles and accountabilities.

The business outcome is enhanced people and business skills.

Newcomer Assimilation. Entry into a management or executive role brings a new set of challenges. Coaching for the newcomer speeds the assimilation process so the manager can hit the ground running. Focus is on learning about self in relation to the business model, culture and core operating objectives. Coaching is phased over four to six months, with rapid, frequent interaction for the first 2 months, fading in later months as the newcomer gains sea legs.

The business outcome is readiness to “hit the ground running.”

Business Execution Coaching. Often a project is stalled, gets off-track or is just slow in execution. All roads lead to the executive in-charge. Rarely does a single individual trigger business obstacles, however. Under such circumstances, the coach works with the executive and the project team “as an organization” to solve the business execution problem. It is often the case that interaction between the executive and his or her team require attention.

The business outcome is enhanced project execution.