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HR Corner

When does an executive need professional coaching?

Professional coaches are beneficial to emerging leaders within a company, or to those who have advanced into more strategic roles.

Newly appointed managers may need coaching on how to effectively communicate without being either overly accommodating or too intimidating.

A professional coach could direct an executive on how to balance these two extremes while maintaining a leadership role.

HR professionals should also look for warning signs that an executive needs coaching, such as high attrition rates, negative feedback from 360-degree employee reviews, or frustration among employees.

In approaching an executive about using a professional coach, begin the discussion by alleviating fears the individual might have, such as if seeking the help of a coach would expose weaknesses that might be shared with other executives. Assure the executive that all correspondence with the coach would be kept confidential and keep him focused on the end goal of becoming a better communicator, manager and leader.

Let the executive be involved with the selection of a professional coach to ensure there is a combination of good chemistry and mutual trust.

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