

## **How can an executive coach help you grow your business?**

As much as we don't want to admit it or prefer to ignore it, we all have our limitations.

We are probably not good at all things we may need to be good at to run our businesses or do our jobs.

Our flaws are usually magnified when we ignore them and continue to manage our businesses and make decisions without also recognizing our limitations and managing them the same way we would any other "issue"

Sometimes an executive or leadership coach can help you with something as simple as helping you identify what your limitations really are or recognize what your real goals are.

The value and profitability of using executive coaches have spread from large companies down to medium and small companies to help them eliminate whatever may be holding them back from being successful. For many years now most large companies have been bringing in executive and leadership coaches for their key leaders, middle managers and up and comers to help them to improve their performance, increase their productivity, build their leadership skills, and manage their teams.

Now, even small entrepreneurial companies are using coaches to help themselves or their key people get very clear on what they want to accomplish, what's holding them back, set clear compelling goals based on that, develop strategies and action plans, and help them execute while providing the support and accountability they need to bring the very best in you and your employees.

There are many reasons that a leadership coach may be valuable to you or an employee, including but not limited to the following:

There is a gap in knowledge, skills, confidence, or resources

You have a big project you are struggling with and it is time sensitive

There is a desire to accelerate results

There is a lack of clarity, and there are choices you need to make.

You or an individual has a style of relating to others that is ineffective or is not supporting the achievement of your goals.

There is a need for a course correction in work or life due to a setback

You, an employee or partner is extremely successful, and success has started to become problematic

There is something at stake (a challenge, a stretch goal or opportunity), and it is urgent, compelling or exciting or all of the above

Work and life are out of balance, and this is creating unwanted consequences

You or your employee has not identified his or her core strengths and weaknesses and how best to leverage them

You desire work and life to be simpler, less complicated

There is a need and a desire to better organized and more self-managing

If any of the above symptoms seem familiar to you it may be time for you to do what the big companies do, talk to an executive/leadership coach.

We happen to know a great one who has already helped many people in our industry.