

Executive Performance-Driven Coaching – Advancing to the Next Level

Overview:

Our **performance-driven approach** to executive coaching is based on **over 30 years of experience** in this realm, working with those who have either attained or aspire to advance to the **C-Suite levels within their firm**.

Senior leaders who seek to enhance their performance and contribution are prime candidates, as are those who have been identified as having a “critical challenge” that is limiting their contribution to the organization and/or impeding their advancement to the next level.

Our Approach:

We tailor the coaching engagement to meet the specific needs of the executive coaching candidate. Although no two engagements are exactly the same, typical steps in the process include:

➤ **Scope:**

- Initial dialogue with the target candidate’s manager and HR advisor to agree the development objectives, priorities, definition of success (how it will be measured) and parameters (boundaries) for the coaching process.
- Follow-up session with the above participants – now including the coaching candidate – to review objectives, boundaries and success parameters to clarify expectations and to ensure consistency and trust in the process.
- Initial “chemistry” session with the candidate to provide an opportunity for the coach and candidate to get comfortable with each other and to gauge the “fit” with each other in terms of meeting the coaching engagement’s objectives. This is a vital step in building trust quickly, a key element for success in any coaching engagement.

➤ **Assessment / Diagnosis:**

- Deep dive with the candidate to get more background and context around the targeted development priorities and to understand the candidate’s vision of personal / professional “success” as a result of the engagement.
- Leverage additional inputs such as interviews with colleagues and key work relationships (both internal and external) and the application of type and/or trait assessment instruments as appropriate (self and/or 360 assessments).
- Develop and refine the approach based on the initial development objectives now modified to reflect the additional diagnostic information and data points. Agree action plan to drive the engagement forward.

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➤ **Coaching for Performance Improvement:**

- Conduct one-on-one interactive sessions with the coaching candidate. Continue to gauge progress and commitment along the way. Adjust approach as necessary.
- Assess progress, gauge degree of success, define actions for longer-term improvement.
- Support check-in session(s) with the candidate, their manager and HR/OD advisor(s) as appropriate.

➤ **Assumptions / Process Prerequisites:**

- Clarity on needs, objectives and priorities of the engagement from both an organization and candidate perspective.
- Active participation on the part of the coaching candidate (available, responsive, focused, committed to improvement) and support from management.
- NB: initial meetings are usually conducted in person (this has been modified during and post-Covid). Subsequent meetings are either in-person and/or via virtual media.

Why our clients rely on us consistently over time:

- Lynn Reed has extensive experience conducting executive and team development coaching processes globally with excellent results. His **experience in the financial services industry as a practitioner and trusted advisor is unparalleled in the marketplace**. His foundational experiences took place during a 15-year career at **JP Morgan**, providing executive coaching to senior candidates around the globe.
- He developed **expertise in the theory and application** of the leadership and organization development tools and techniques frequently applied in the coaching engagement - both self and 360 assessments (e.g., *Change Style Indicator, Critical and Creative Thinking, DiSC, EQ-i 2.0, HBDI, MBTI, Situational Leadership, Social Styles*) under the guidance of some of the **most recognized experts in the world**.
- Lynn's delivery approach leads to rapid engagement and building of trust to make the experience come alive and get the candidate to relax about subject matter that many initially view as highly sensitive.
- If you would like to learn more, please do not hesitate to contact us directly - you will not be disappointed. Thank you for your interest.

Our passion is contagious!