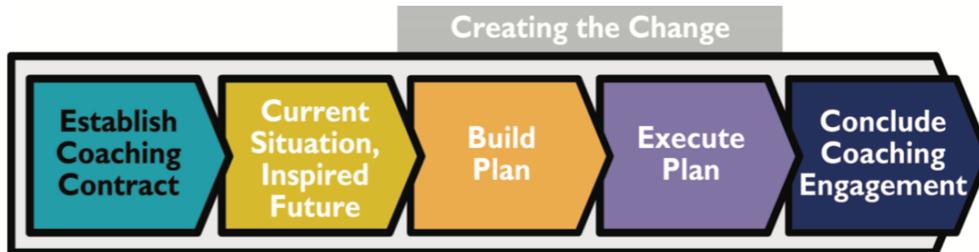




# LEADERSHIP COACHING: CLIENT BRIEF

## COACHING PROCESS

I use a proven process informed by the Hudson Institute of Coaching and my own experience within Fortune 500 organizations. It involves five major areas of focus:



My clients describe my style as “insightful, professional, empathetic and committed.” I have worked with many high potential leaders who struggle with challenges around enhancing authenticity, broadening and strengthening relationships, increasing self-confidence, work/life integration and fit, executive presence, and building a more compelling leadership brand. My greatest success is with clients who are motivated to do the work, curious by nature, and open to learning and self-reflection.

Coaching is a dialogue created by a “Coach” and a participant (or “Client”) that lasts for a set period of time and is guided by the Client’s agenda (development goals) and a qualified, trained leadership Coach. The following are some descriptors about the process:

- Identifies business and relationship goals and development strategies and is informed by Client’s development goals, often along with other sources of data (stakeholder interviews, 360°, other assessments)
- Concentrates on future options and choices of the Client around his/her development objectives
- Involves a confidential dialogue between Coach and Client
- Establishes achievable, measurable goals, plans and Client assignments between discussions for which the Client is accountable
- Creates a long-term plan to move ahead that sustains personal and professional development

Coaching conversations can center on a number of different professional and personal development areas such as those listed below; however, coaching conversations are not limited to these. Many topics may be explored during a coaching session and some may be added to the coaching action plan.

- Managing a large or significant change
- Improving interpersonal communication or effectiveness



- Building relationships with boss/peers/direct reports
- Improving interactions with boss/peers/direct reports
- Becoming a more authentic, present and inspiring leader
- Adjusting one's style to demonstrate more thoughtfulness, caring for others or more strength and firmness
- Balancing operational tactics with strategic focus
- Understanding and managing change
- Evaluating career values, goals, purpose and desired outcomes

A potential Client and Coach will typically meet to have an initial, exploratory discussion to decide what the focus of the coaching engagement might be. Once both agree that there is a Coach-Client "fit", we will discuss the specifics of the engagement.

Coach's Focus	Client's Focus	Our Focus Together
<ul style="list-style-type: none"> <li>• Asks open-ended questions, and leads the Client through a proven methodology and process of creating, refining and achieving professional development goals</li> <li>• Creates a dialogue - does not try to "fix" anything or provide extensive advice</li> <li>• Agrees to hold all information as confidential, unless the Coach is obligated to report a specific as required by law.</li> </ul>	<ul style="list-style-type: none"> <li>• Provides the "agenda" for work with the Coach</li> <li>• Responds openly and honestly to the Coach's questions</li> <li>• Remains present and focused on setting and achieving his/her goals</li> <li>• Holds him/herself accountable for making progress towards those goals</li> <li>• Takes accountability for his/her progress, well-being, choices and decisions including completing any</li> </ul>	<ul style="list-style-type: none"> <li>• Create an explicit set of objectives and goals</li> <li>• Agree to meet on time, as scheduled and agreed to in coaching agreement</li> <li>• Hold a series of face-to-face meetings or telephone meetings, with email contact where appropriate</li> <li>• Agree to providing at least 24 hours notice for any schedule changes or cancellations</li> <li>• Evaluate their partnership every three months to</li> </ul>



	<p>assignments between sessions</p> <ul style="list-style-type: none"><li>• Understands that certain topics may be anonymously and hypothetically shared with other coaching professionals for training or consultation purposes</li></ul>	<p>determine whether to extend or close the engagement</p> <ul style="list-style-type: none"><li>• Agree on a closing or end of the engagement together when the time comes</li></ul>
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**Clients inside Organizations:** Client’s manager/sponsor will remain informed by Client and Coach about the initial goals and progress milestones reached along the way. Clients will typically be involved in several 3-way or 4-way conversations between Coach, Client and Manager/Sponsor (and/or HR Partner) during a coaching engagement. If a written plan is part of the engagement, the client will be responsible for drafting this plan.