

YOUR GUIDE TO

Executive Coaching Best Practices

1

QUALIFICATIONS, SKILLS & EXPERIENCE

A highly competent coach with solid ethics and who inspires trust and confidence in the client will be much more in demand.

2

CLIENT-CENTRIC

A principle of effective executive coaching is understanding that the client is at the centre of your coaching program – where they set their own goals and agenda.

3

BUSINESS-FOCUSED

Executive coaching is closely linked to the organisation's final goals. The coach needs to keep the business objectives in mind while charting out a process for the client.

4

DIFFERENT APPROACHES

An executive coach will have clients ranging from top leaders to mid- & entry-level leaders. Each journey will require some adjustment based on their unique challenges and end goals.

5

SELF-AWARENESS & ACCOUNTABILITY

The coach needs to have the client's best interest, nurture them towards their goals and support them towards success.

6

FRANK WITH FEEDBACK

Effective executive coaching includes providing timely and honest feedback to the client that is easy to understand and changes that are implementable.