

Someone Mentored George!



Contrary to popular belief, George Washington was not a born leader. Just like the people in your organization, Washington had the *potential* to become a great leader. And like every great leader in history, he started out as a raw, unproven individual who greatly desired to become more effective at his craft. His memoirs credit dozens of “mentors” who had an important influence on his life.

For Washington, *potential* gave way to *competence*, *competence* gave way to *mastery*, and *mastery* gave way to *leadership*.

So when significant challenges arose, such as guiding the Continental Army against what seemed like impossible odds, and leading a fledgling country onto the world stage, Washington was able to draw upon the leadership lessons he learned ... and the rest is history.

Your Organization Will Only Go as Far as It's Leadership Goes

Regardless of the challenges faced, successful organizations thrive in all market conditions because they possess a strong leadership team. From the CEO through middle management to high-potential staff members, a successful company's leaders are adept at identifying opportunities and problems, developing the right strategies and tactics, and energizing their teams to execute flawlessly.

The signs of an effective leadership team are unmistakable: no 'turfsmanship' and no self-imposed barriers to teamwork. The organization is characterized by consistently effective planning, good communications and great execution. Goals are regularly achieved on time and under budget. Employee morale soars, turnover plummets, and talented people do their best work.

According to research by the Gallup Organization, people don't quit their jobs or their employers...they quit their boss. Why? Because no one wants to work for – or give their best efforts to – an ineffective leader!

Executive Coaching Could Be The Answer!

As an organization, you have several options to obtain the leadership necessary to take the business to the next level:

- **Hire proven leaders.** This can work, but be very expensive and there is no guarantee the individuals will be a good fit in your culture.
- **Train existing staff.** Good option, though selecting the right training program to meet *individual needs* could be challenging and expensive.
- **Engage an executive coach.** According to studies from organizations such as the International Coaching Federation, PriceWaterhouse, and Sherpa, more than two out of three employers use coaching in order to develop their leaders. The key is engaging the *right* coaching resource.





What to Look for in a Coach

An excellent executive coach can provide 1,000+% ROI and work wonders with assigned staff. Conversely, a poor coach can waste your time and money, and can do damage to an otherwise promising employee.

With this in mind, here are six things to look for when selecting an executive coach:

- Real-world experience and a track record of success in developing people.
- How the coach will learn both the organization's culture and specific needs for the staffer.
- Reliable diagnostics to identify the gap between where the individual could be and where he or she is now.
- A foundation of trust created between the coach and staff member.
- How the coach will measure and report progress to the company.
- An understanding of how all parts of an organization should work together for success.

The BMG Approach to Executive Coaching

Our executive coaches have a minimum of twenty years' leadership experience in the corporate and non-profit world, with impressive records of success in developing talented people. Each coach possesses expertise in the effective use of well-regarded diagnostic tools (such as assessments and profiles), which can often be part of an effective coaching program.

Before accepting any assignment, we:

- **Conduct** a thorough needs assessment with the staff member's supervisor, senior sponsor and/or HR, in order to fully understand both relevant background and desired outcomes; and
- **Meet** with the prospective staff member to assess whether or not there is a good fit for the individual, and the individual is open to participating in the coaching process.

Once engaged, we:

- **Utilize** one or more relevant diagnostic instruments to establish a baseline for the staff member, and review the results with him/her and the organization;
- **Tailor** a specific initial program for the individual, considering the needs of the organization and staffer and the desired outcomes for coaching (generally four to six weeks); and
- **Execute** the coaching plan as outlined, adapting where appropriate, and report progress to the senior sponsor / HR. Results should be apparent within the first month.

We recognize that we must earn our client's business every single day, so we won't ever lock you up in a long term commitment. You may continue engaging us only when you are convinced the results meet or exceed your every expectation, and are pleased with our progress.

A better solution is just a phone call or email away! If you're ready to accelerate your employees' development and improve retention, morale and workplace productivity, please email us today at hank@boyermanagement.com or call us at **215-942-0982**.



Boyer Management Group
45 Black Rock Drive
Holland, PA 18966