

# Executive and Performance Coaching for Success

Working with individuals to achieve organizational goals



*"Everybody needs a coach. Every famous athlete, every famous performer has somebody who is coach — somebody who can say 'Is that what you really meant?' and give them perspective. The one thing people are not really good at is seeing themselves as others see them. A coach really, really helps."*

- Eric Schmidt, former CEO, Google

*"I absolutely believe that people, unless coached, never reach their maximum capabilities."*

- Bob Nardelli, former CEO, Home Depot

Coaching is not just for problem performers. At Burke, we support clients who need to make improvements or want to increase their chances of success within their organization. We work with 360 feedback instruments and other assessments to help clients determine what behaviors to change and how to overcome any obstacles they may face on their path.

## How Coaching Helps

By working with a coach, managers and executives focus on changing behaviors that will help both the individual and the organization succeed.

## Coaching Approaches

Coaching can work in the following ways:

- Strictly between the individual and the coach
- Involving a manager or HR representative as a part of the process in terms of status, updates, etc.

Regardless of the approach, **confidentiality** is a key to success. Other than status or development plans, no specific information shared between the coach and client is shared with anyone inside or outside the organization.

## Coaching should be based on:

- Valid feedback about an individual's behavior.
- The individual's goals for development.
- Behaviors that support organizational success.

## Effective Coaching can be used to:

- Address most work related challenges
- Develop new job related skills and behaviors
- Create better strategies for overcoming obstacles and barriers
- Strengthen level of influence and impact
- Identify and develop needed skills to advance
- Enable successful transition into a new role



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# The Coaching Process

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## Burke's 4 step coaching process



## Primary Benefits to Executive and Performance Coaching:

- Improved productivity, better working relationships and increased job satisfaction
- Improving overall organizational performance and positively impacting the achievement of business goals by creating better leaders who are more prepared to lead others
- Employees who display the behaviors deemed critical for organizational success
- The development of managers who will lead the organization into the future
- To facilitate organizational change and gain / advance competitive advantage

***Effective Coaching helps individuals improve so that organizations can succeed.***



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