



*We assist you –
with your office, your time,
and your life.*

Coaching

by Bonnie Wooding ©2016

What is executive coaching? Perhaps we should start by defining what it isn't. Coaching is not about changing or fixing you. It's not therapy or treatment; nor is it counselling. It's not about giving you the answers or making your decisions, and it certainly won't help you with your backswing.

Coaching is a process and a partnership that is goal and results oriented. It is all about creating self awareness then enhancing this self awareness to improve skill development and usage. Improved skills transform into successful relationships, competence and well being, which result in more effective decision making, the key to improved performance and operational results.

You don't need to have a challenge in order to work with a coach, but you do need to have a goal. Whether contemplating a career change, looking for ways to better fulfill organisational goals and objectives or achieving greater balance with work and home life, coaching provides the tools.

Often, we know what we want to achieve but not how. There is a large chasm between understanding an idea and applying it correctly and sometimes there are critical things we simply don't see. We have blind spots: about the way we are perceived, unhealthy dependencies and the real consequences of certain behaviors. And the simple fact is most people find it hard to stay motivated, even if it's important to them.

Coaching provides precious support in staying on track, getting motivated, and nudging you out of your comfort zone. You learn to set specific goals, develop personal competencies, shape your vision and define your priorities. You give up who you are for what you want to become.