



Executive Coaching

What is Executive Coaching?

Executive coaching at CSA Consulting is a rigorous, structured and pragmatic process that aims to enhance individual work performance and personal development. In practice, executive coaching is delivered in the context of the client's organisational need, is focused on realistic and business relevant goals that are clearly defined, and is centred on the relationship between the coach and the client. Executive coaching has been defined as;

"a helping relationship formed between a client who has managerial authority and responsibility in an organisation and a consultant who uses a variety of behavioural techniques and methods to help the client achieve a mutually identified set of goals and, consequently, improve the effectiveness of the client's organisation."
(Kilburg 2000)

Every executive has a unique profile of signature strengths and development areas. It is our role, as coach's, to assist you, the executive, to realise your potential by developing your personal and professional skills in a sustainable and insightful manner. The CSA approach to coaching is defined by high quality feedback and collaboration.

Executive Coaching in Practice

Coaching is usually conducted in face-to-face meetings at an off-site location. The frequency and regularity of coaching sessions depends on the particular needs of the client. The coaching relationship usually extends over a number of months with regular fortnightly or monthly one to two hour sessions. Our executive coaching process falls into two parts;

1. *The assessment phase* that rigorously identifies the strengths and development areas that form the basis of the coaching development plan. This assessment is performed in full knowledge of the current and future business context that the individual faces.

2. *The coaching phase* that seeks to build skill and capability in the requisite areas in a SMART and sustainable manner. This process provides the challenge and support necessary for individuals to develop and function at their optimal level.



What are the benefits?

The benefits of executive coaching can be assessed at the level of client satisfaction, learning, behavioural change and organisational performance. There are also a number of more subjective indicators of organisational well being like staff climate, morale, intention to stay, job satisfaction and organisational stress that should correlate with effective coaching.

- Coaching is focused on accelerating the development in the context of the strategic requirements of the organisation.
- Coaching maximises the effectiveness of internal talent without the prohibitive costs of recruiting additional expertise.
- Coaching is a cost-effective and proactive method of improving work performance and increasing employee retention.
- Coaching also enhances satisfaction and career opportunities by facilitating movement from technical or operational to more strategic roles
- Coaching is a positive, constructive and challenging activity that helps executives maximise their potential at both a personal and professional level.



Why use CSA Consulting?

CSA's executive coaching philosophy is based on a positive approach to executive development. In our view, leaders and managers become more effective both by developing increased awareness of their characteristic patterns of thinking and behaviour and by altering those patterns to both better meet the demands of their environment and achieve greater alignment with their intrinsic strengths and motivation. Our executive coaching enhances performance through facilitating desired changes in behavioural and emotional capability. As registered psychologists, we possess specialised expertise in a range of areas essential to the effective practice of executive coaching. These include:

- **In-Depth Assessment**

Psychologists are qualified and trained to conduct a variety of assessment processes that are both valid and reliable. Assessment methods and questionnaires applied by CSA include the Hogan Development Survey, FIRO-B inventory. MLQ leadership survey

- **The Science of Human Behaviour**

The science of psychology offers a vast knowledge base devoted to the very core elements that underlie leadership behaviour and development. Psychologists possess a developed understanding of how the culture and environment of an organisation may influence factors such as motivation, personality, and interpersonal behaviour.

- **Scientifically Validated Methods**

Psychologists are trained to question and assess the validity of intervention strategies and to select behaviour change strategies that have been proven through research to be effective.

- **Well-Developed Code of Ethics**

Psychologists' activities are guided by an ethical code of conduct expressly designed to protect the clients' interests.

- **Evaluation of Coaching**

Psychologists are experienced at evaluating behavioural change by monitoring specific changes in skill levels and their implementation as well as changes in more broader criteria such as performance and well-being

How can you use Executive Coaching?

CSA's executive coaching can be used in the following situations:

- To support professional development within the organisation;
- To enhance an individual's work performance via external benchmarking
- To achieve identified business outcomes through the enhancement of specific skills
- To continue and sustain the learning achieved through other development activities;
- As a component of a broader organisational executive development program.
- To address specific barriers and derailers to career progression
- To improve the effectiveness of an executive team;
- To apply, integrate and maintain a leadership development program

Contact Us

For more information about our Executive Coaching Services, please contact

Doug MacKie on **07 3010 9735** or **doug@csaconsulting.biz**