

## ***Why hire an executive coach? Why not a consultant?***

When faced with an organizational, leadership or management challenge, we often turn to consultants. Consultants are outside organizational experts who come in and work with you and your team to smooth the way through a new initiative, process, change, administration, or other organizational issue or challenge.

There are many reasons why you might hire a consultant:

- You want outside perspective.
- You need clarity on what is going on within your system.
- You may not know how to get “buy-in” and get your people on board.
  - The issues may be “too hot” and you don’t want to get in the middle; you want someone else to “take the blame.”
  - You don’t want to facilitate the change yourself. You want to be a participant and engage with the team.
  - You want to see what you and your team’s strengths and weaknesses are in an honest and direct way that only an outsider, with no other agenda, can give you.

But there are many times when there are better options than bringing in a consultant. Very often, the best and most effective option is to hire an **executive coach**, especially one who is dually trained as a coach *and* a consultant for organizational development.

## ***What are the advantages to a coach?***

An executive coach is a trained development professional who will work closely and personally with *you*, one-on-one, to develop and leverage *your* strengths and skills so that you can lead with purpose, efficiency, and results. Unlike a consultant, a coach works with you and only you, in private, to develop *your* skill set.

Executive coaching is the best way to become an extraordinary leader. Very often, you can be your own consultant after you’ve been through coaching.

Here are some reasons why a coach may be better for you:

- You don’t want anyone to know that you need help, or you just want to work on it yourself.

- You get the outside perspective that you require without the scope of a consulting project.
- Coaching empowers the leader – that’s you – and maintains your position of authority.
- Coaching is less expensive.
- You get more bang for the buck: you get to develop the skills you need to deliver change and your organization gets the results.
- You develop your own professional skills and competencies in a private, one-on-one fashion that is tailored specifically to you.

Good executives are good leaders. And good leaders are able to leverage their strengths. Coaching is one of the most effective and satisfying ways to improve your leadership and organizational skills and make you a better leader, through any kind of organizational change or challenge.

### ***Who needs an executive coach?***

An executive coach can help anyone in a position of leadership, whether you’re a CEO, a supervisor, manager, or team leader. Whatever your rank or title, whatever industry or profession you are in, if you lead people, if you have to manage and engage a workforce, then executive coaching can help you hone your leadership skills so that you build better relationships and lead with confidence and clarity.

Not only will executive coaching help you build your skill set, but coaching can also help you solve your organizational problems. If you are struggling with change, an underperforming staff, an unmotivated workforce, a new team, or other management or organizational issues, an executive coach can teach you the skills you need to become a better leader and work through any challenge or problem.

### ***What will I learn in coaching?***

Working one-on-one with an executive coach will help you hone those critical management and interpersonal skills that are vital to an effective leader. A coach helps you think through your strengths and weaknesses, and then develops your best attributes into a set of leadership skills so that you lead in the way that is most effective for you.

With the help of an executive coach, you will:

- Capitalize on and leverage your personal strengths
- Learn the secrets of building effective relationships
- Learn leadership skills that you can use right away
- Solve your management challenges
- Learn cutting-edge management practices
- Learn how to work with all employees, even the difficult ones
- Learn how to engage and inspire your team
- Lead with confidence

PowerfulWork coaching clients learn to develop their own, inherent strengths so they are able to manage and lead more effectively and inspire and engage their workforce.

### ***What should I look for in an executive coach?***

Checking credentials is the first step in finding a good executive coach. All coaches are trained in the human, individual side of the equation. But for effective executive coaching, you want a coach who is also trained in organizational systems and structures, business outcomes and strategies, and leadership and management skills.

You want a coach who has a background in organizational development or change management. You want someone who has experience partnering with leaders in real change projects.

You want to hire a coach who has worked in your industry or area, or who has a broad range of experience across many industries. A coach who has worked in many different types of systems is more likely to have seen and dealt with much of what you are challenged by in your organization.

### ***PowerfulWork coaches are industry leaders***

PowerfulWork's coaches are all dually trained in coaching and organizational development. They are the most experienced in the business and hold master certification in executive coaching and degrees in change management and organizational development. They have worked with hundreds of companies and organizations in every field imaginable, including private enterprise, finance, U.S. and local governments, marketing, media, nonprofit, education, healthcare, and more.

Executive coaching is a wise investment, and our coaches know how to get results. PowerfulWork produces powerful leaders. Give us a call to find out how we can help you: 301-770-7304