



5-MINUTE EXECUTIVE COACHING PLAN

We believe that everyone can be an even better leader, manager, and mentor. Just like a professional athlete, having coach or advisor helps us all become better. We can talk through ideas, brainstorm, and discuss the best ways to solve problems.

The coach or advisor provides helpful feedback, acts as a sounding board, and gives directive guidance when appropriate. To help others, we provide this checklist we find effective when thinking about establishing a coaching program.

When pairing a coach with a leader, we ask:

- What would be a good result or outcome?
- How will we measure success?
- Is the coach a good personality fit for this leader?
- Is there mutual respect between the advisor and the organization?
- Does the executive coach or advisor understand the business and the business model?
- Is there an understanding of that organization's desired result?
- What kind of confidentiality is involved?

During the first meeting between the coach and leader:

- Identify the purpose of the coaching
- Identify the frequency and the means of communication
- Be clear on the tools used to measure and achieve results
- Share commonalities that create trust
- Address uncertainties
- Reiterate the vision, mission, and goals

Throughout the process:

- Maintain frequent communication, even if it is short phone calls, texts, or emails
- Set and revise the agenda for long-term results
- Have honest dialogues
- Identify behaviors that may need altering with positive action steps
- Continuously assess current issues and business challenges

For me to work with a coach or executive advisor I need:

Someone who is _____
will push me to _____
and helps me to work through _____