

HIGH-PERFORMANCE EXECUTIVE COACHING



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High-Performance Executive Coaching

HIGH-PERFORMANCE

◆ *Succeeding Above and BEYOND Standard Norms over the Long-Term while maintaining well-being and positive relationships.*

EXECUTIVE COACH

◆ *A Trusted Advisor with real-world corporate/entrepreneurial experience who is a trained professional change strategist. They work with individuals or teams in a leadership role to help them transform their relationships, skills, knowledge, and performance.*

We have all had coaches throughout our life. In fact, we would not be where we are today or have the levels of success we enjoy, had it not been for those people who poured themselves into our lives at critical points of our development.

Think back on what you gained from your parents, teachers, pastors, coaches, and previous employers. We learn vastly different lessons from each type of coach, yet all are important to our development of character, skills, productivity, and influence. Today, if I ask you to tell me about your favorite teacher or coach, I will venture that they were the ones that challenged you the most or were the hardest on you – right? You see, true growth and development is perpetuated by those that see our potential and push us to discover our personal power. They help us “see” things that we otherwise would not see ourselves. They don’t let us get away with mediocrity or the status quo.

Coaching is a Life-Long Process.

Growing up, we all had a few key coaches. As we get into our careers, when the stakes are even higher, we often find ourselves alone, separated, not having a key coach that is outside of our management team and is looking out for our best interests.

Owners and Board members expect Senior Executives to train, coach and develop the next generation of leaders within the organization – yet those same Senior Executives (the leaders of TODAY) are without advisors or coaches to help them navigate crucial decisions, objectives and achieve continuous growth. They need a “sounding board” to clearly see the implications of various decisions from a global view but also a trusted advisor that will have the tough conversations and hold them accountable.



What Coaching is Not.

Executive coaching is not life coaching, personal counseling, management consulting, accountability sessions or any program focused on simple fixes or changes.

While true executive coaching may incorporate many of these arenas when deemed necessary, along with assessments, feedback, and training, the core objective is much larger. **It is about Mastering Success in your Business and Personal life without compromise or regret!**

What is Executive Coaching?

Top executive coaches combine the traits of an experienced executive role-model with the skills of an intensely driven and focused certified high-performance coach. They help executives gain self-awareness and compel these leaders to understand the impact they have on their organization and the leadership team. Great coaches create an environment where the executive can get more out of themselves!

It is not a focus on right or wrong; good or bad – but a very direct conversation of what is working and what is not moving them or their organization forward. A true executive coach not only provides this feedback but focuses on honing the leadership, management, and interpersonal skills of the executive to catapult them to the next level of effectiveness – *Personally & Professionally*. This is a longer-term relationship, as this type of continuous improvement and development is necessary for elite leader performance.

Working with an executive coach will develop:

- Extreme Clarity
- Full Engagement
- Enhanced Leadership Skills
- Strategic Thinking
- Fresh Perspectives
- Next-Level Influence
- Rich Personal Relationships
- Physical & Mental Health
- Greater Satisfaction, Joy & Confidence



Is an Executive Coach for You?

Ask yourself these questions:

1. Do I find myself often stressed about financial results or frustrated with the performance of my team?
2. Do I struggle with employees and human resource issues on a consistent basis?
3. Am I achieving results but not fulfilled or happy?
4. Is there conflict with my executive team, board members or managers that impacts productivity and the ability to quickly adapt to the market?
5. Who, outside of my organization, holds me accountable to be my best self?
6. Am I effectively using my time to be strategic and grow the business or is much of my time spent on “fixing” issues?
7. How do I accelerate the speed of change and progress?
8. Do I find the same issues or problems emerging every day, week, or month?
9. How do I unlock the untapped potential I know is in my business?
10. Who in my life can I discuss anything with and know it remains confidential?
11. Is my vision for my life and company crystal clear?
12. Do I have a life-long learning plan?
13. Do I have a scheduled time or planned activities to “recharge and recover?”
14. Do I have “balance” and make my personal relationships a priority?
15. Do I consistently take time to work on my physical & mental health?



Now, Consider These Facts:

In an Executive Coaching Survey done by the Miles Group and Stanford Graduate School of Business, they found that “Nearly two-thirds of CEOs do not receive coaching or leadership advice from outside consultants or coaches, and almost half of senior executives are not receiving any either.” These researchers also found that “nearly 100% responded that they would enjoy the process of receiving coaching and leadership advice ([see full report at here.](#))

The key findings of this survey include:

1. *Shortage of Advice at the Top* – the term “It’s lonely at the top” seems to apply here. Nearly 100% of those surveyed stated they were willing to be coached and make changes based on feedback.
2. *CEOs are the ones looking to be Coached* – 78% said it was their idea to seek out a coach, while 21% said it was their board chairman’s idea.
3. *Coaching “progress” is largely kept private* – More than 60% responded that the progress they are making was between them and their coach – confidential.
4. *How to handle conflict ranks as highest area of concern for CEOs.* – 43% of CEOs sought a coach to help them manage conflict. As CEO, most of what hits your desk are the tough problems that no one else in the organization chose to handle.
5. *Boards are eager for CEOs to improve talent development* – Boards are concerned about a “talent bench” to draw from as needs arise.
6. *Top areas that CEOs use coaching to improve:* sharing leadership/delegation, conflict management, team building and personal development.

A recent Harvard Business Review study found that “2 out of 5 CEO’s fail in their first 18 months.” ([see report here](#))

In a study conducted over the last two decades by the Center for Creative Leadership, they found 30% of Fortune 500 CEOs lasted less than 3 years and that the top executive failure rate can be as high as 75%.

These facts should be a “wake-up call” for any C-level executive who thinks they do not need an executive coach and can do it all on their own.

Today, executive coaching is not “remedial”, meaning it is not targeted to resolve “toxic” problems or “fix” leaders. Top executives realize that anything that can improve their



performance and leadership must be pursued, similar to how professional athletes have personal coaches, in the good and bad times of their career. In fact, most successful people participate in coaching to accelerate their results!

The Coaching Process.

The process is direct and practical. Your coach asks direct, unbiased, probing questions that assist you in gaining new insights, clarity and identifying new strategies or behaviors that will address the issues you face now. This is not counseling – these are high level discussions, with intensity and rigor, to help you achieve **Results BEYOND Extraordinary** in the shortest timeframe possible!

Executive Coaching is:

- **In Context** – dealing specifically with your issues and not just a program or theory
- **Pragmatic** – it is not about teaching 7 steps to do something...it is about immediate insights you can integrate today to create growth
- **Eye-Opening** – new perspectives and revelations as you are challenged to think outside of your box
- **Unbiased Accountability** – you decide what is important to you and your coach helps keep you focused on the goal at hand, without bias or opinion

What are the Benefits of Hiring an Executive Coach?

- Heightened connection with reality
- Increased effectiveness, with a focus on leading instead of “fixing”
- More accountable relationships with your executive team
- Increased awareness of your strengths and how to use them to impact every situation
- “Buy in” from your team to pursue new tactics or processes for growth
- A renewed sense of purpose and fulfillment
- Deeper connection with friends and family.
- Your significant other finds your new confidence super sexy!

Executive High-Performance Coaching is THE Vehicle for Achieving your Highest Goals and Aspirations.

- So, are you ready for Elite Levels of Success?
- *Do you have a fierce desire to learn and grow?*



- Would you like to have clear, direct feedback regarding your impact on your organization?
- *Could you use an independent “sounding board” to discuss & analyze your strategies?*
- Want to boost your performance with new skills and strategies?

Hiring an Executive Coach assists you with all this and much more.

It is all about amplifying your talents and skills to develop new strategies to achieve your HIGHEST PERFORMANCE on a consistent basis, *but the right match of Coach and Executive is KEY!*

As a CEO or business owner, you operate daily in a context of change – dealing with whatever challenges emerge while remaining focused on the key objectives to grow the business and deliver your value proposition to your customers.

How would you like to have a Coach that is also a seasoned executive and not just a consultant? Can you imagine having that person to discuss your ideas and strategies in “real time”? What would it be like to have a trusted confidant to refine your messaging or hold you accountable to doing the right thing?

Hire a BEYOND Executive Coach Today.

If having a successful Global Executive and Certified High-Performance Coach as YOUR Executive Coach interests you, please go to <https://www.beyondmeeting.biz> to complete a short application to schedule a 1-on-1 Strategy Call with Jeffrey Watts.

On this call, you will discuss your current challenges and get the insight you need to see if Jeffrey is the right Executive Coach to take your success above and **BEYOND!**