

Executive Coaching: *Preparing Leaders to Lead*

Coaching is a process of enabling others to succeed. Coaching builds upon an individual's personal goals, desire for improvement, and impetus to succeed within the organization. Executive coaching leverages self-improvement with the need to fulfill the organizational mission.

John Baldoni, noted leadership and communications author/consultant, specializes in helping his client discover and achieve **leadership presence**, which he defines as "earned authority." Those with leadership presence demonstrate a strong capacity to project confidence, communicate with conviction, instill trust, and most importantly, lead by example.

John bases his coaching practice on three key principles:

Assess Where You Stand

- Conduct a leadership assessment
- Identify strengths upon which to build
- Focus on opportunities for improvement

Develop a Plan of Action

- Focus on improvement one step at a time
- Align coaching goals with organizational intentions
- Utilize communications to drive leadership process

Provide Frequent Feedback

- Adopt the leader mindset
- Follow up on successes
- Assess for improvement

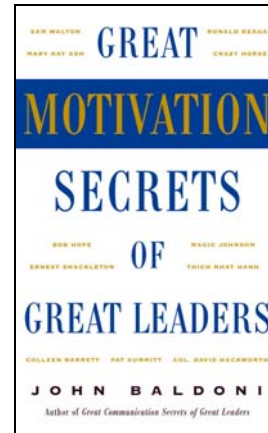
Coaching helps leaders achieve intended results by understanding themselves more fully so they can meet the needs of their organization more capably.

Coaching Others

John also teaches managers to coach others. Management today involves coaching people as a means of develop their skills to achieve individual and organizational goals. Specifically, John utilizes the Action Coaching Model that shows managers how to:

- Plan for a coaching session
- Uncover the motivational tick factor
- Converse as you coach
- Gain agreement
- Follow up

The Action Coaching model builds on employee initiative and instills organizational discipline in order to achieve inspired results.



Many of the lessons John teaches are drawn from his 5th book, *Great Motivation Secrets of Great Leaders* (McGraw-Hill, 2005), which explores how leaders create opportunities for people to succeed for themselves and their organizations.



About John Baldoni

As a leadership and communications consultant, author, and speaker who works with Fortune 100 companies as well as non-profits, John has been helping managers use their communications to achieve leadership goals. His many articles have appeared in publications such as *Harvard Management Update*, *Leader to Leader*, *Presentations*, *Wharton Leadership Digest*, and *T&D*. John speaks frequently on leadership to audiences in the corporate, non-profit, and university communities.