

Ernst Enterprises Newsletter



**When you have tried your best to achieve your goals and it is just not working for you...
*it is time to hire an executive coach***

ARE YOU READY FOR AN EXECUTIVE COACH?

We have all worked at companies and wondered why certain employees are "allowed" to get away with not doing his/her job. And like you, I always wondered why owners or managers didn't understand how much that impacted the other employees, or why they didn't address those performance or behavioral issues. What I've learned is that many owners and managers don't know how to address those issues for fear of making them worse or causing new problems.

Are you an owner or manager who has thought about making longer term plans for the business such as a strategic plan, a succession plan, or developing an exit strategy? And have you been "stuck" on how to get started because the daily needs of your business consume your time or you just don't know where or how to start?

You may be a good candidate to consider an executive coach to help you work through these and other complex business issues. A executive coach may also be a solution for a high-value manager who has some performance/behavioral issues that are getting in the way.

WHAT IS AN EXECUTIVE COACH?

Consider the role of the sports coach. He/she guides the athlete, observing his/her performance, providing feedback, suggestions for improvement, technical critiques, encouragement, and challenging the athlete to improve their performance. The coach never goes in the game to do the work of the athlete. The executive coach works much the same way with the client.

WHY DOES COACHING WORK SO WELL?

The Chinese proverb "The teacher appears when the student is ready" best describes why coaching is so successful. Coaching is highly relevant and is focused on delivering just-in-time learning in a confidential setting thereby enhancing the owner and manager's skills and confidence.

HOW DO YOU KNOW WHEN IT IS TIME TO HIRE A COACH OR ADVISOR?

My short answer is when you tried your best to achieve your goals and it's not working for you; when you aren't sure what steps to take to achieve your goals or improve relationships at work; when you are frustrated with your progress and none of the strategies you've tried seem to be working; or when you are about to take on new responsibilities and you want to speed up your development. I ask many owners if they keep doing the same thing over and over and expect a different result, that's when it's time to break the cycle and try something different.

HOW DO YOU FIND THE RIGHT COACH?

When looking for a coach you want to consider the coach's experience, ability to work in/with your environment, the coach's values and goals are aligned with yours, and that he/she respects confidentiality. Ask a colleague for a referral, a personal recommendation is a sign of a good coach.

During the selection process, interview prospective coaches as you would any trusted advisor. Discuss your expectations and the "rules" of the relationship such as: confidentiality, confirm who owns the information, and who else will have access to your information. This is particularly important when you are in a corporate environment and the company is providing the coach. Trust is the most critical component of the relationship; therefore make sure you feel comfortable with the prospective coach.

Coaching may be an option to help you get from where you are now to where you want to be. A wonderful transition could be on the horizon but you have to take the first step and a coach can help point you in the right direction and support you along the journey.

If you would like to find out if coaching would benefit you and your business, call Mark Ernst at Ernst Enterprises, LLC at 847/438-8977 or visit us on the web at www.eellc.us. Mention this article and receive a complimentary 90-minute meeting.

Sincerely,

Mark

Mark Ernst
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