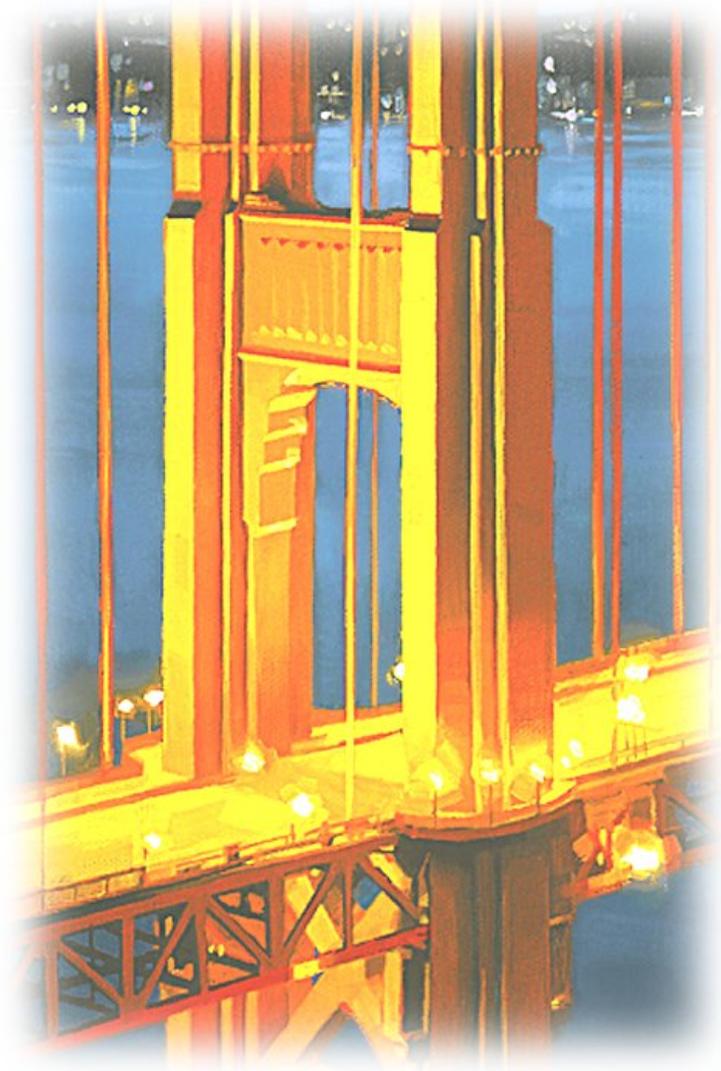


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# IDEA BRIDGE



Executive Coaching &  
Leadership Development

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# IDEA BRIDGE

*Corporate Growth Advisors*

RE: Executive Coaching Program

Greetings,

Thank you for expressing interest in our Executive Coaching Program.

Since 1999, we have assisted hundreds of senior corporate officers to recognize their full potential as business executives and to improve their effectiveness as communicators and leaders.

We limit our work to those who have already demonstrated that they are highly-successful corporate executives and who desire to take their game to the next level. This program is not designed for those with personality disorders or others who would be better off simply leaving the company.

We push for personal development and business improvements that can be both measured and observed, starting soon after the coaching process begins. Therefore, one must be sincerely and actively committed to growth in order to fully capitalize on this resource. Our confidential coaching program is both thorough and rigorous; count on at least 9 – 12 months.

We offer a highly-flexible and customized program of executive coaching built around the unique needs and time constraints of CEOs and C-level executives. In addition, we also offer coaching and leadership development for fast-track executives; this program includes a more structured approach that includes a formal workbook curriculum and personal development plans.

Our coaching philosophy is to mitigate and shore-up weaknesses while capitalizing on the executive's strengths. Our process involves numerous personal interviews and may involve 360-degree assessments. A coaching plan is developed and we monitor progress in periodic face-to-face sessions.

We have included a variety of materials that describe our coaching and leadership development philosophy, as well as the most significant areas that consistently surface as opportunities for development.

Should you or one of your executives have an interest in this program, we would be delighted to schedule a confidential discussion.

Best Wishes,

John D. Callos  
President & CEO  
(800) 986-1230 x225  
John@IdeaBridge.com

## Executive Coaching

Executive Coaching is designed for companies seeking to enhance the leadership effectiveness and improve the business results of their executives. The program equips participants with the advanced skills required for expanded leadership roles. Clients receive candid feedback from our interviews, surveys and personal observations. Objectives and timelines are then developed to remain focused on the most promising areas for development. We encourage and expect participants to modify their approach, behavior and daily activities in order to achieve results that can be easily measured and to make improvements that can be observed by others.



# EXECUTIVE COACHING



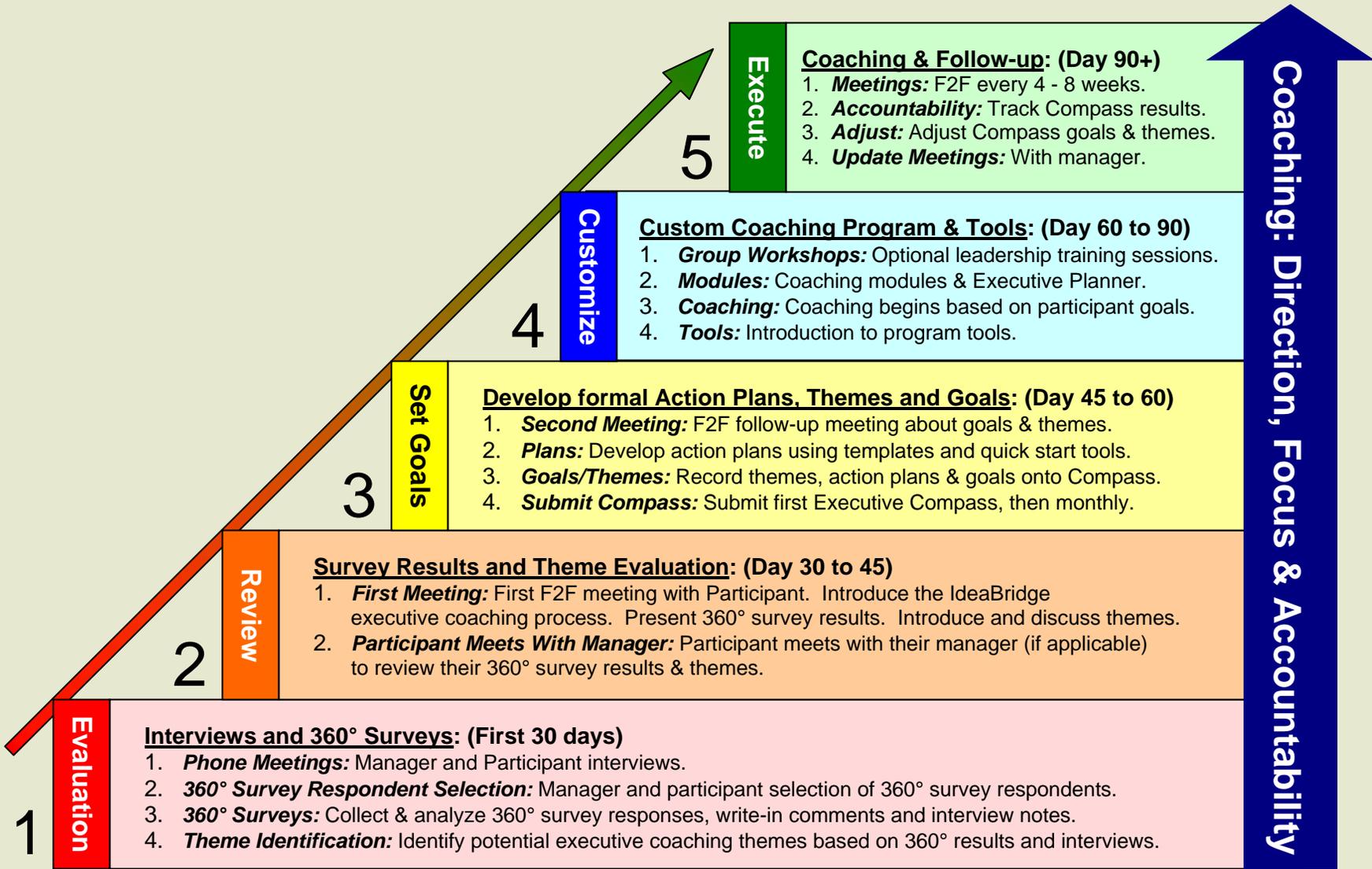
### COMMON PROGRAM THEMES

- Strategic thinking and business planning
- Holding subordinates accountable for results
- Working effectively across teams
- Time management and organization
- Providing clear direction and team alignment
- Creating a winning environment
- Coaching and developing subordinates
- Goal setting and delivering results
- Executive deportment and personal style
- Board and investor relations
- Communication style, presentation skills and public speaking

### OUR COACHES ARE HIRED TO

- Groom executives for the top levels of corporate leadership
- Help the executive who has strong subject matter skills, but who needs to improve interpersonal and team leading skills
- Improve teamwork and cooperation across business units, locations and divisions
- Work with an executive to become a better leader and motivator
- Improve the candor and courage of leaders
- Improve the bench strength of the mid-level management team
- Help improve morale and retention of top executives
- Resolve conflict between teams or individuals (such as a manager and subordinate or peer to peer)
- Prepare an executive for future advancement opportunities and new leadership responsibilities
- Help an executive navigate alternatives regarding an underperforming business unit or a significant issue with a subordinate
- Improve time management, focus and effectiveness

## The IdeaBridge Executive Coaching Process



Coaching: Direction, Focus & Accountability



### **Program Summary**

Our executive coaching program involves a personal, confidential and action-oriented relationship with each participant. This is a custom-tailored, leadership development program based around the specific needs of each individual as identified through personal feedback surveys, conversations with the participant's managers and observations of the IdeaBridge coach.

Coaching participants receive candid feedback and perspective untainted by corporate politics or hidden agendas. Executives will benefit greatly from our experience of working with hundreds of other professionals. As a result of our coaching, participants often report improvements, such as:

- More effective meetings
- Greater teamwork among their peers
- Getting more done without working longer hours
- Significantly reducing procrastination
- Increased profitability
- Crisper communications, especially in memos, speeches and presentations
- Better rapport with their peers, management and their teams
- Better execution of plans, and with fewer surprises
- Improved impact of coaching and developing their subordinates

### **Why hire an Executive Coach?**

Companies hire us to work with seasoned, senior executives that have been identified as key long-term players in their business. We can add value in the following ways:

- Help the executive who has strong technical skills, but needs to develop better interpersonal skills, business savvy and leadership skills (credit administrators, scientists, researchers, engineers, risk adjusters, chemists, programmers, etc.)
- Improve teamwork and cooperation across business units, international boundaries and divisions
- Work with an executive to become a better leader and motivator
- Building a team that works together without the typical conflict, politics, internal struggles and gamesmanship
- Enhance listening and communication skills
- Address certain behavioral characteristics that others may find counter-productive in the workplace
- Improve the bench-strength of their executive management team
- Help improve morale and retention of top executives
- Resolve conflict between teams or individuals (such as a boss and subordinate or peer to peer)
- Groom an executive for future advancement opportunities
- Improve time management, focus and effectiveness
- Improving leadership skills and their ability to influence those within their span of control



**EXECUTIVE COACHING & LEADERSHIP DEVELOPMENT: GENERAL OVERVIEW**

**6**

**What about fast-track executives?**

Sometimes a company is very excited about a high-performing producer and quickly promotes this individual based on their hustle and proven results. Regrettably, these fast-trackers may not have been tested under fire, nor are they yet ready for advanced leadership responsibilities. Oftentimes, we can successfully assist participants in adjusting their actions, reactions, communication style and behaviors that could have possibly threatened or even derailed an otherwise promising career.

The higher an executive advances within the corporate structure, the more they will need to rely upon others to actually conduct the work of the business. At this point, their success will be largely determined by their ability to influence and lead others. Therefore, as they advance in the company, the importance of their interpersonal and communication skills increases exponentially. It's only the rare executive who is naturally gifted in the nuances of interpersonal skills, communication skills, team building skills and leadership skills. Yet it's these specific skills, more than any other, that are the strongest determinant of the executive's future success as a leader.

Fast-track executives often represent an excellent opportunity to begin a formal coaching relationship. Here is a typical example:

Fast-trackers and newer managers:

As most fast-trackers have focused nearly exclusively on delivering results, they haven't had the time to learn the political or operational side of how the company really works. Skills such as internal collaboration, team building, business planning and interpersonal skills are often underdeveloped. Further, their aggressive style can tend to be sharp, abrupt and unsuitable for the boardroom. Left unchecked, this style is sure to derail an otherwise promising career.

New managers and recently promoted executives are often leery of admitting fears and weaknesses to internal managers or HR. An external coach is much less threatening and thus can help these executives work through their obstacles and any confidential issues.

A typical scenario:

As an employee advances from the role of manager to leader, they carry with them the same skills that got them noticed in the first place. The problem is that they often fail to see the difference between doing and "leading." While they are promoted for consistently achieving results, their workload and job responsibilities can change radically along with the new job description. Many times, their workload spirals out of control because they are still doing everything themselves instead of effectively delegating and leaning on their team for assistance. This is because they are not yet skilled at leveraging the potential impact of their leadership.

Newly minted senior executives are increasingly finding themselves chronically behind and are stealing time from their personal lives in order to keep from falling behind with the new job. Now their personal life suffers and it begins to show at the office. There is little time for subordinates and the executive is on edge, developing a reputation for having a short fuse. Interpersonal relationships spiral ever downward until the team becomes dysfunctional and results begin to suffer.

This typical scenario can often be avoided or minimized with an executive coaching relationship. Ideally the coaching relationship would begin prior to the first signs of concern or trouble.



**How does executive coaching work?**

Executive coaching is a process, not an event. Depending on the individual goals and objectives of each participant, the commitment to coaching can range from 2 to 6 hours monthly when one considers the face to face coaching sessions, email and phone call updates. This process is hampered if the executive holds back, tests, misleads or attempts to play the coach. If one is not truly committed to growth and the coaching process, it is often better to simply decline the opportunity.

We work to build on the participant's strengths, not simply focusing on improving their identified weaknesses. We don't dwell on the past; we focus on the future. Therefore, while we may find it instructive to review certain historical matters for background and perspective, the bulk of our work will be spent reviewing current issues, current opportunities and current or near term challenges.

Between the scheduled visits, the coach will continue to work and communicate with the participant by email and they will be encouraged to call on an impromptu basis at any time during the month; there will never be a time clock running, there is no accounting for hours and everything is run on a fixed fee basis.

This periodic contact between face to face coaching sessions allows the coach to stay informed about how a project, goal or strategy is working. Also, it allows for quick advice regarding specific situations or questions that are better not left until the next face-to-face coaching session.

The typical executive coaching relationship lasts from 9 – 15+ months.