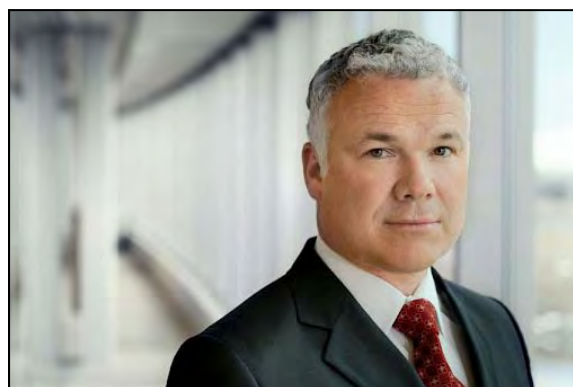


Executive Coaching



Two kinds of executives get the most out of executive coaching: (1) Those who are stuck where they are, failing to perform at the level they could, and (2) High achievers with the potential and desire to do more and reach beyond where they are. One is treading water and failing unnecessarily, while the other is chomping at the bit to put himself and his or her career in the fast lane. In both cases, the individual and the corporation are being short-changed.

There are two possible solutions. One is for executives to continue striving on their own trying to work things out. Another is to turn to an experienced professional who helps executives sort things out and arrive at solutions they likely will never reach on their own. Every executive benefits from having an objective, neutral ear to discuss challenges and opportunities, and help them maintain or regain perspective and balance.

Executive Coaching allows executives, managers and fast-trackers to focus on what is most important at each stage of their career. They get to step away from their day-to-day routine and effectively strategize how to reach beyond where they are currently.

There is no “one size fits all” in our Executive Coaching; the process, though principle based, is flexible and finely tuned to the needs and concerns of the individual.

Communicate to Connect’s approach to executive coaching allows you to polish your professional edge while making yourself more valuable to your company and to the industry.

We help you stretch yourself as a professional while maintaining the balance that is essential to long-term success. And we help you grow in ways that maybe even you have not thought possible. All this comes together in a synergistic way to boost your confidence, enhance your worth

and strategically position you for long-term advancement.

We take a 360-degree approach to executive coaching because executives who are achieving mastery in all areas of their lives ultimately climb the highest and are the most satisfied with their lives and their careers. We help you focus on the three strategic areas that determine your success and satisfaction in life.

Strategic Area #1—Self-development

What you do to manage others is critical, but if you can’t manage yourself you cannot effectively lead others. Many executives have seen their careers stall due to a lack of authenticity, discipline and self-control.

Three of the most critical issues we deal with in executive coaching are: the need for self-awareness, clarification of what’s really important, and work-life balance.

Self-awareness is the ability to see yourself as others see you. Everyone has blind spots but they can be especially damaging to an executive. What you don't know can hurt you. We can help you identify your blind spots and modify attitudes and behavior.

Clarifying what's really important usually reveals what drives you and explains what is causing much of the tension you feel. Whether you think of them as life principles or personal values, the beliefs you value most highly serve as an ever-present guide in making decisions and in developing critical relationships. And the more successfully you integrate your core beliefs into your personal and professional lives, the more authentic and confident you will become.

Probably no issue causes more personal tension than work-life balance. Most of the executives we work with are running so wide open at work that they essentially have no personal life. You can get away with that for a while but eventually it will catch up with you. When it does, there are always consequences.

Other issues and capabilities we often deal with in executive coaching include: self motivation, time management, life goals, career choices and skills utilization. Executive coaching is individualized so the actual issues we concentrate on are shaped by the needs of the individual.

Strategic Area #2—Vertical relationships

Vertical relationships are those you have with upper management and with the people who report directly to you. Both are vital to your success.

The way you relate to your direct reports has a profound effect on your team's performance. Teams look to managers for guidance in a number of areas, including: decision-making, motiva-

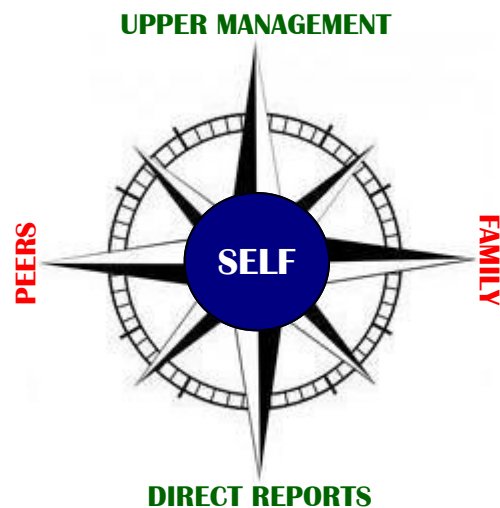
tion, team-building, feedback and reviews.

Gone are the days of autocratic and demanding managers who rule by intimidation. Today's teams expect managers to inspire, motivate and encourage, leading team members to greater performance and potential advancement.

Teams respond best to managers who lead by example and exhibit genuine transparency and authenticity. Our coaching leads executives to know what that looks like and how to integrate it into their everyday leader-manager practices.

The way executives communicate with their team, and with upper management as well, also has a huge impact on immediate performance and long-term success. Powerful and effective leaders communicate clearly, tactfully and concisely.

Your relationship with upper management mostly concerns understanding your role, buying into the company's vision, communicating clearly, and meeting or exceeding expectations.



Strategic Area #3—Horizontal relationships

Horizontal relationship are those you have with friends, family members and peers. They have a huge indirect bearing on the success you achieve

and on your satisfaction you enjoy with life itself. No executive coaching would be complete without dealing with horizontal relationships.

Our Approach

We are not therapists and we don't use a couch during coaching sessions. What we are is experienced problem-solvers who know how to guide executives to analyze their personal and professional lives, and arrive at workable solutions.

We use numerous diagnostic tools to help assess specific problem areas and arrive at lasting

solutions. These industry-exclusive tools help us diagnose problems while others equip executives to analyze themselves and the teams they lead. Some are transferable and can be further used by after they return home.

We call this Executive Coaching but we also offer it for mid-level managers, wholesalers and people companies have targeted as fast-trackers, in whose futures they want to invest.

Executive Coaching requires a minimum of one day, with additional days scheduled as requested.

Executive Coaching Takeaways

We take a highly individualized approach to executive coaching, Therefore, specific outcomes are determined by the issues and capabilities each executive desires that be addressed. Some of the outcomes all executives will experience include:

- Gain new perspectives on what is holding them back
- Have clear-cut methodologies and processes that will help them advance their careers
- Have a workable set of steps they can follow to address problem areas and move toward long-term solutions
- Begin to see immediate results
- Have access to instruments they can use to diagnose and improve the performance of their team

Communicate to Connect is a solutions-oriented provider of coaching and training for executives and staff in the financial industry. Steve Craver is the founder and President. Steve Williams is the Creative Director.



Communicate to Connect LLC

5579 Wilkins Branch Road | Franklin, TN 37064

www.tocommunicate.com | 615.538.8594