



Coaching the Executive for ongoing success

a guided process

A guided process using the power of 'why'

Why does 'why?' matter? Because it is the only way to uncover meaning, to get at what really matters, to create ongoing success in an ever-changing environment.

When is the real power of 'why?' released? When a coach who cares about your success has the experience and the skill to ask the right 'why?' over and over until what matters is revealed. There you have it, my coaching style encapsulated in a one-word question.

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Based on the books

Crossing The Nonsense Divide: Steps to Finding Your Path to a Successful Life
and
Make the Nonsense at Work Work for You

by James Henry McIntosh

Get Some Free Executive Advice

Book Your Free Evaluation Session

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Why use an executive coach? You are good at what you do else you would not have been promoted to executive level. Am I right? So why do you want a coach? I think that there are only two worthy reasons. You feel that you can be even better. (Maybe someone has given you this brochure because *they know* you can be better. What a show of support!) Or you are new at being an executive and have realized that there's a big gap between this level and where you came from. You feel just a tinge of unease, right?

What is the role of the executive coach? An executive coach knows the way of the executive. He (she) has been one. More importantly, he has a history of failures and successes to share. The role of the executive coach is two fold: (a) to identify familiar pitfalls and to guide you past them; and (b) to find ways for you to capitalize fully on your executive and leadership potential.

So what is the aim of the executive coach? To make you more effective (and thus more successful) than you can be on your own. Consider it this way. Some people like to do things on their own, even if it takes longer and brings more pain. Others prefer to save time and pain, and so they use a coach. In which camp are you?

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There's no ego with this guy. He works hard on your problems and you'll get your money's worth. He's the real deal. (Jeff Jones; Chairman/CEO; Va; USA)

What should you look for in an executive coach? Here's what I suggest: appropriate experience, relevant skills and an inclination to serve. We take the first two for granted and we ignore the third. And yet, the inclination to serve is critical. Here's why. Executive coaching requires a lot of mutual trust. Not just trust based on dependency, reliability and consistency. But trust based on a mutual willingness to be authentic and truthful at all times. An executive coach who is inclined to serve in your best interests will have no problem with mutual trust.

Am I experienced, skilled and inclined? After surviving my share of failures and successes as an executive, I have the experience; after more than 20 years as a consultant and coach to executives, I have the skill; and I have the inclination, which is why I developed my own approach.

Read what a few of my clients say and you will get a sense of my skill. Here's a snippet of my executive level experience (for more, see my resume on our website): Achieved within 18 months the successful turnaround of a bankrupt retail clothing chain (185 stores in 5 countries) by functioning as consultant/confidant/coach to the CEO and by directing strategic planning and executive team development.

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James' role included monitoring the shift in culture and the stresses and tensions within the management team, including the effectiveness of the leaders. He performed exceptionally well. (Joe Wolfson; CEO; South Africa)

How does the process work? We begin by identifying specific coaching outcomes to be achieved together. Next we will develop your personal executive growth action plan. This is an intense phase and therein lies a warning—this program is not for everyone. Until we meet, we won't know whether my approach is right for you. *That's why your first session is free—no fee; no obligation.* After that we will settle on an appropriate coaching rhythm—how often and where we should meet.

During our free session I will explain the process in detail. It is based on the wheel of success, on the 'five steps' program from *Crossing The Nonsense Divide*, on the ideas in *Make the Nonsense at Work Work for You* and on the thinking behind the article *Making Shift Happen: Managing Perceptions for Tactical Effectiveness* (see website page called 'onpaper').

How much does it cost? We will discuss fees during our first session. Here's what you'll get for your fee: coaching sessions; copies of my books and CD; relevant assessment tools and feedback; personal energy techniques and related material; monthly newsletter; other relevant material as needed.

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James is a critical reason why we are doing well today. When we stray, he pulls us back to our purpose, our 'reason for being'. He knows us—our strengths and our challenges. (Fred Moore; Founder/President; Va; USA)