

## Australia's Executive Coaching: A Trusted Industry?

The point of discussion centres around that question of whether Australian executive coaching professionals have a high trusting relationship with their clients and what the factors are that would build trust between executive coaching professionals and their clients.

The concept of trust is gaining ground as one of the key and influential factor in determining success in the executive coaching industry. It certainly needs to be earned and is not an automatic or assumed quality by the mere designation of the profession.

Unlike other industries the executive coaching industry needs to raise its trust profile. In some industries trust is implied. Just think of how many times you have been in an aeroplane and questioned the credentials of the pilot or if you have ever checked the qualifications when going to a new doctor?

Often in essential industries trust is a given.

Executive coaching has a long way to go until it becomes an essential component on the list of corporate expenditure (or should I say corporate investment?)

The main reason is that it cannot as yet be fully trusted. It is still a relatively new industry finding its status and relevance among leaders. Furthermore there are those executive coaching professionals that have proved to over promise and under deliver or plainly just have not proved all that they made out to be.

So what is required to enhance trust in the executive coaching industry?

The fact remains that without a thorough understanding of the pillars of trust by the executive coaching professional, it will be a tough road. These pillars are the key elements that cement and strengthen the relationship between the coach and client.

I attended an accreditation program on trust where these 3 trust aspects were identified and explained. Expectations, needs and promises are the fundamental trust ingredients that will most certainly enhance any executive coaching IP.

What are expectations of the client? What does he/she expect from the coach, the interaction, the outcomes, the timing, the feedback, the openness?

What if these are not met?

What are the needs of the client? How do they need to be coached? What are their emotional, economic, political, intellectual needs that require? What if these are not met?

What are the promises made both explicit and implicit? These can be anything from promising certain results, providing the required expertise and knowledge, being on time, having the right intention, confidentiality etc. What if these are not met?

Executive coaching has come along way to be recognised and appreciated.

What would a big dose of the T word do make it even more credible and essential?