

The Essence of Corporate Coaching in Australia

Corporate coaching in Australia is now becoming more accepted as a way of developing people and CEO's are putting their money where their mouth is and investing in executive coaching and leadership training programs.

Executives are starting to experience the benefits of a one on one corporate coaching program where they can get down to the nitty gritty of the challenges at hand and solve them in an objective, safe and focused manner.

The difficulty however arises when having to decide on various executive coaching program options where each appears to have similar benefits and outcomes that tantalise the palate of promise. But what is the true essence of an executive coaching program and how do you differentiate one corporate coaching program from the next?

The answer is found not in structure, time or process but in the skill of the corporate coaching professional to not only extract the appropriate solutions from the coachee but to ensure committed and sustainable right action. This is the true essence of corporate coaching.

The effectiveness of corporate coaching methodologies therefore lies in their simplicity rather than in complex or complicated processes. The coachee should not have to spend time trying to learn techniques but rather in practice of repeating user friendly approaches that eventually become habitual.

The essence of executive coaching process can be summarised as follows;
Thinking leads to actions. Actions lead to habits. Habits lead to sustainability.

The skill of the executive coaching professional therefore is to ensure right thinking, right actions and right habits. This occurs through a thorough understanding of the behaviour change process, alignment of approach to the individual and committed actions of both parties.

Once agreement has been reached on these three aspects it is the primary task of the executive coaching professional to support the individual in applying the coaching techniques and methodologies. Practical application is paramount in every corporate coaching program and consistency of action is the measure of success. It is also important to ensure that another perhaps overlooked factor is present before any executive coaching program is approved. This is the degree of comfort between the coach and coachee. If either party does not feel comfortable with the other the outcome of the corporate coaching program will be compromised. This sometimes cannot be logically described as it is often a feeling or an energetic mal alignment that may be present. The cochee therefore should be not be compelled to provide detailed explanations for his/her decision not to proceed with the executive coaching program on offer.

The final point that I would like to make is that the perception of buy in from the decision makers of the executive coaching program will have a profound affect on the dedication and commitment of action from the coachee. If the executive coaching program is rated as high priority from the decision makers so too will it be from the individual. Consequently the knowledge of the essence of the corporate coaching program becomes a crucial factor in making the right decision in evaluating any corporate coaching or executive coaching program.