

OFFENSE

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The BRIGHTON GROUP

oiPartners^{Inc.}

The Brighton Group, an OI Partners company is a locally owned and managed consulting firm specializing in career and organizational transition services. In-depth, one-on-one consulting is the core of our distinctive approach.

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Inconsistent returns on executive coaching investments are best attributed to challenges companies experience in linking the coaching engagements to business needs and goals. By contrast, the best strategic coaching programs require a much greater degree of focus and coordination so everyone (top management, targeted executives, and coaches) knows the game plan and are committed to carrying it out. In these programs, companies clearly define business factors, such as the desired culture they are trying to achieve, competencies for leaders and prioritized business goals. Once defined, coaching becomes a tool for implementation.

But how do companies take an offensive minded stance during reactionary times?

Our clients tell us the most meaningful outcomes from executive coaching occur around transitions. Coaching has its greatest opportunity within each chapter of an organization's lifecycle, providing fertile ground for new ways of thinking and growth of leadership. By being proactive and offensive minded, companies can stimulate personal effectiveness in leadership while having a profound impact on business results. Here are a few critical coaching moments that can be cultivated during organizational transitions.

Grounding. For organizations rocked by sudden change, coaching can provide support and guidance to executives while helping them stay grounded in the company strategy, direction and values.

Casting. During times calling for greater clarity and action, the coached executive becomes more effective at transmitting and translating vision allowing them the ability to achieve higher levels of performance, synergy and retention across their organization.

Maximizing. Challenged with doing more with less calls for deeper insights and accurately using the right tools to optimize talent and productivity through times of difficulty, including accelerating staff realignment and organizational change.

Delivering. Corporate transitions provide an opportunity for developing higher-level, executive habits to assure stakeholders, empower direct reports, and deliver on key initiatives and goals.



Although there is a common recognition that coaching should be business driven, most organizations do not appropriately prioritize coaching engagements and, in turn, lose prime advancement opportunities with their executives. By looking at the coaching investment with a new transition-focused lens, companies may drive business results and experience multiple benefits that ripple through the culture while infusing focus and energy to drive results.

"A better human experience...for a better business outcome"

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