

## EXECUTIVE COACHING ENGAGEMENT

### Goals and Outcomes

"I've loved this experience!" said a current coachee of Executive Coaching services from The Center for Leadership Studies. As Vice President of Product Development in their organization, this coachee works with other executives to plan the business' trajectory and make decisions according to market trends and internal capacity.

Assigned to Joe Diab, veteran Executive Coach for senior leadership, the coachee embarked on a 6-month engagement with monthly or more frequent touchpoints, depending upon needs. Before beginning the process, the coachee took a 360° assessment to reveal patterns and tendencies that were later reviewed with the Executive Coach. Then, the initial meeting was set to get familiar and build trust—a necessary step to transparency and vulnerability about pain points.

Through probing questions, Joe identified the coachee's twofold development focus: boundary-setting and assertiveness. Wanting to be responsive to the business' needs made saying no to other executives difficult, but the coachee has learned to say, "Not right now," and share a visual roadmap that highlights current priorities and allocation. In interactions with dominant personalities, the coachee would perceive conflict, experience negative emotions and shut down without addressing the issue. Executive Coaching made the coachee aware of this tendency and enhanced their ability to ask for and provide timely feedback.

In addition to reflection and discussions with the coachee, the Executive Coach encourages self-care, allowing them to handle issues from an optimal foundation. "He considers the whole person, what's going on outside of work that's impacting work life," said the coachee. The coachee credits Executive Coaching with helping them build in a practice of being still with their thoughts related to their goals. "It's a great mechanism to stop and create a plan."

#### Position/Title:

Vice President

#### Department:

Product Development

#### Coaching Focus

- Set boundaries while preserving effective relationships and considering potential impact
- Increase assertiveness by asking for feedback and responding in the moment