

## Executive Coaching

One of the most effective means to help executives learn and retain new skills and practices is coaching.

At Mindworks Consulting, we help our clients develop their potential. We provide the procedures, training, and tools for executive coaching, professional development, objective setting, and follow-up measurement. We work with individuals at the executive level, senior managers, and sales professionals.

**Our approach is referred to as Co-Active Coaching** and is based on The Coaches Training Institute's coaching philosophy.

As part of our coaching methodology, we use a scientifically validated assessment tool to identify the individual's natural performance orientation and the key competency requirements of selected positions. Personality traits may then be objectively measured against the key traits required for the selected position. This process allows us to identify the specific behaviours to be modified to improve effectiveness in a certain role. This assessment-based approach ensures that our conclusions about needed behavioural change are based upon sound and scientific evidence. We can also incorporate a 360-degree assessment tool to provide the executive with anonymous peer feedback to add perspective.

We provide the structure and the support to enable development. We work alongside the executive to ensure that they understand how behavioural change can affect performance and how this understanding can impact the likelihood and degree of change.

We continue to assess and measure both individual and group achievement of goals. Coaching offers a systematic method to retain and develop employees and to redirect valued employees who seem to be "off track". Organizations can use coaching to signal that they value employee contributions and want to assist in personal and professional growth and development.

Knowing others is intelligence; knowing yourself is true wisdom. Mastering others is strength; mastering yourself is true power. If you realize that you have enough, you are truly rich. If you stay in the center and embrace death with your whole heart, you will endure forever.

- **Tao Te Ching**

To accomplish great things, we must not only act but also dream, and not only plan but believe.

- **Anatole France**