



ZENA EVERETT  
THE SMARTEST  
MOVE



# WHAT IS EXECUTIVE COACHING?

*'Good coaching is so powerful that  
if it was a drug, it would be illegal.'*

*Ann Scoular, 2011*

# **The purpose of executive coaching is to bridge the gap between where you are now and where you want to get to in the future. We make sure your mental map is accurate.**

*This is a process of deep thinking, facilitated by a trusted, 'thinking partner' who uses the right tools at the right time and follows your agenda without judgement.*

*I will act as an objective sounding board, challenging you when necessary and offering feedback and insights when appropriate. There are many coaching tools and techniques but the essence of all of them is incisive questions to increase self-awareness and unlock personal and professional potential.*

## **Why do it?**

- ◆ For the same reasons as athletes use coaching – business is a mind game and coaching removes psychological blocks to high performance.
- ◆ Developing high potentials and future leaders – giving them self-awareness, helping them to see their blind spots and identify their goals and possibilities.
- ◆ Enabling any leadership transition such as from head of a function to a cross-functional leadership role
- ◆ On boarding – the first 100 days, planning and integration.
- ◆ Decision-making and planning – minimising risk, digging out fresh thinking, challenging stale thinking and removing unhelpful assumptions.
- ◆ Managing stress – changing our perceptions of our workload, sharpening focus, managing work/life balance, improving time management and building resilience.
- ◆ Emotional intelligence and soft skills - building the right team, managing key relationships, building confidence, improving impact and leadership skills.

## **When doesn't coaching work?**

- ◆ When the client doesn't want to be coached and won't take responsibility. You are accountable for taking action that lead to positive, sustainable change. The greater the change, the more action and effort required. I'll support you but you have to do the work.
- ◆ When a different intervention is needed. Executive Coaching is not therapy or counselling. I can't change the past for you. We'll clock it, learn lessons and move on.

## **How do you get the most out of each session?**

Coaching programmes start with a clearly structured contract with defined session intervals, goals, timeframes and metrics to measure progress towards those goals. Goals inevitably change as your confidence and commitment levels increase.

It may be that the contract is between the coach, the client and the sponsoring organisation. In this case the contract is more complex and will include transparent expectations and agreement on confidentiality and feedback processes. Usually we feedback back on the process of the coaching relationship, but not on the content.

To get the most out of the coaching relationship, it helps to prepare for each individual session by thinking along these lines:

- ◆ What do I want to talk about today? What do I want to leave the session with that I don't have now?
- ◆ What have I learned about myself since the last session?
- ◆ What did we agree last time, have I taken actions towards my goals? If I haven't done my actions, why not?
- ◆ Has anything cropped up in between sessions that could be an impediment to achieving my goals?
- ◆ What is really worrying me at the moment?
- ◆ Where's the gap between my performance today and that of an outstanding performer in the role I aspire to?

*I will start your programmes by discretely gathering **360-degree feedback** about how you are perceived. That gives us data to work from to improve your performance and impact. I can also organise psychometric testing such as Hogan or StrengthsFinder if necessary.*

# HOW WOULD YOUR LIFE CHANGE IF YOU COULD ACHIEVE YOUR PROFESSIONAL AND PERSONAL POTENTIAL?

*Please get in touch to start the conversation.*



Email



Mobile



Office



Website



*Zena played a material role in turning me into a better leader. Zena properly opened my eyes to the specifics of what I was good at and how best to harness and present those. She helped me concentrate on what I thought needed improving using practical, thoroughly considered steps. During all of this work, Zena imbued me with a new confidence that has made developing my career much easier. She left me with a certain excitement about the future (and my control of it). It feels like she has set me free and set me up for the next phase of my career.*

*Jamie Pearson, Vice President & Head Counsel, Asia Pacific & Japan Regions*

*Zena is that new voice in my head saying "... and why not? What is the worst that could happen?"... which is just what I need to hear!*

*Julie Pender, Head Counsel Europe & International Transactions*

