

Executive Coaching: A Way for you and your Organization to reach your Unfulfilled Potential

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In working with organizations and in working with people from all industries and all walks of life, a common shared experience that I have observed is a deep sense of what I call unfulfilled potential. Unfulfilled potential can be experienced as a lack of expressed talents or skill sets, and even a lack of experiencing one's full potential in all aspects or some aspects of their life. At times, because of the every day hustle and bustle these faculties each one of us possess have been hidden subconsciously or consciously. There may have been a point in time where such talents were embraced with passion and intent, but over time such capacities may have been chosen to be set aside, perhaps the intention was to set them aside over short period of time, and now many years later, people find themselves in a state of unfulfillment. However, those faculties that were once passionately defined as a part of a person and assisted them in creating deep fulfillment, still reside within them. It is in the art of creating self-awareness that a person can begin to harness what they already have within them and begin to experience life in new fulfilling ways.

Unfulfilled potential can also be skills and talents a person and or an organization have simply not yet discovered. Many people tend to block out their potential because of experiences they have had, good or bad; these experiences force us into making choices that lead to not experiencing or discovering our full potential. By simply having a conversation with a coach and in working with a coach a person can begin to create awareness

about internal barriers that restrict them in reaching their full potential. Working with an Executive Coach is a crucial practice that can enable anyone to begin to harness their true self and experience greater success in many realms of their life.

Executive Coaching over the past years has acquired different interpretations, and mostly those interpretations are based on an individual experience, whether directly in having worked with a coach, or through connections who have shared their personal experiences about working with a coach; and thus, we formulate an opinion about what a coach is and can do or not do for one's self. I am going to attempt to highlight what I feel the role and responsibility of any coach should focus on. I believe that clarifying the role of a coach and differentiating it from other modalities of counseling is critical, because other forms of counseling also have their place and value, which can be paired alongside working with a coach. In my interpretation a coach will only be of mutual benefit to anyone in either working with a coach alone or in combination with additional therapies and counseling.

An Executive Coaching is a person who can help you reach your goals, set goals and keep you on track to attaining such goals. Coaches gather feedback and identify development opportunities, by building awareness in working with you through deep intellectual conversations. The main strategy with any coach should be in asking you powerful questions that facilitate your ability to learn about yourself in ways that you had not thought of. I believe it is also important to delineate what a coach is not, and for that a coach is not someone that will correct your mistakes, provide you with any counseling, therapies, or fix behavioural issues, mostly a coach should not attempt to manage your performance but allow you to create your experiences so that you can create a greater sense of awareness through a process of learning about yourself in all your experiences, good or bad.

Most highly successful executives know that there is never a peak to any summit, and in the case where one does feel they have reached as close as they can to fulfilling their potential, they immediately recognize the need to engage a coach, because a coach will take you beyond what you thought to be your max capacity and expertise. A coach can also help guide along create awareness that another hill is to climb in the case where you may feel you have reached the peak of your climb. The benefits of working with an Executive Coach can help enhance performances and increase organizational productivity. This can include improving morale in any organization by working with its people to identify what their professional and personal needs are, and then working with them to create programs that will help them reach their full potential. By investing in employees, many employers also find that they can reduce their turnover rates and even enable their employees to leverage their talents, contributing to the growth of the organization as a whole. By enabling employees to hone in on their own faculties, this process can create a mutually beneficial relationship amongst both employee and employer and ultimately contribute to the growth and advancement of all. Organizations who are vocal and public about investing in their employees through Executive Coaching opportunities tend to attract and retain talented people. When people know that they are being invested in by their organization and given opportunities for growth and development, it speaks to their self-worth and they tend to feel as a valued member of a team. Professional growth and development has become a greater investment over the past decade, mostly because organizations can now track the value in shifting paradigms in the work place through bottom line successes and shifts in workplace culture. Executive Coaching is also a contributing factor to increasing proficiencies in communication, guiding people in having clear and concise communications that are consistent with their intended message.

The question is which type of organization do you foster, one that is devoid of investing in your people and in your organization by offering your employees the opportunity for growth and advance in working with an Executive Coach; or do you wait until there are imminent issues before you take the lead and invest in your people; or do you appreciate the value in growth and development, not just for your organization but for yourself, your management team and your employees?

For Executive Coaching to have a widespread and positive effect on any organization as a whole, executives and employers should also consider engaging in working with an Executive Coach as well as offer the service to his or her employees. As a whole the organization will then be able to reap the benefits of advancement as a community of learners. As well as “selling” the idea of working with a coach to your employees can really only be genuine and sincere if adopted by executives themselves, this can thus demonstrate the value in working with an Executive Coach. By embracing working with a talented Executive Coach organizations and people can only begin to tap into their greatest potential and stop living in a state of unfulfilled potential.

Are you ready to take the lead, and begin to hone in on your faculties? Are you ready to also empower your employees to be the best they can be? If so, then let’s start tapping into your full potential.