

## Executive Coaching

### Purpose

Executive coaching is aimed at assisting executives to align themselves with their organisation's vision and goals and achieve peak performance. One-to-one coaching goes beyond traditional development programs, both in terms of delivery and outcomes.

### The role of the AIC coach

The role of an AIC coach is not to tell performers how to behave, but to empower them to achieve their goals. The AIC coach does not teach according to a known script. The AIC coach is concerned with enabling performers to better observe themselves, and identify blind spots in order to enhance their performance. In a nutshell, the role of the coach is to support our clients in the art of living and achieving.

### Our approach

Our approach is holistic in that while it is work-related, it also takes into account the personal landscape of the executives undergoing the coaching process. This comprises concerns about work/life balance, fears, insecurities, dreams the influence of past experiences and special interests, which all to some extent impact on or influence an individual's work performance. We work on a confidential basis with our clients and adhere to the guidelines provided by the Code of Ethics for Registered Psychologists.

### When is coaching appropriate?

Coaching can be beneficial in a range of situations, such as:

- Conducting leadership assessment and providing feedback (including the use of self-assessment questionnaires, or 360-degree or multi-source feedback instruments)
- Implementing leadership development programs
- Assessing and developing Emotional Intelligence
- During major transitions (eg: entering senior management; taking charge of a start-up venture or special project; implementing a merger or organisational restructuring plan).
- As part of an induction program when entering a new organisation
- When taking on a leadership role in a new team
- To enhance personal performance, or address and correct underperformance issues

## Coaching-the-coach training programs

We also train and coach managers who want to become coaches themselves, or coach individuals who are currently coaching others or contemplating doing so in the future.

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