



Executive Coaching

Providing the
Customized Impact
Executives Need

Executives face tremendous pressure and visibility inside and outside the company. To be successful, they must inspire vision, demonstrate extreme competence and sustain commitment amidst intense competitive and rapidly-changing conditions. To keep pace with the demands and complexity, they need specialized support. Training isn't enough. Executive coaches bring candor, objectivity, confidentiality, fresh perspectives, expertise and a breadth of experience in different organizational cultures, industries and business environments.

Executive Coaching Results

Executive Coaching outcomes include...

- Increased effectiveness and retention of key leaders
- Improved business results
- Increased employee engagement
- Retention of leaders' direct reports and colleagues
- Increased senior team effectiveness, cross-functional collaboration and credibility

ROI of Executive Coaching

The return on investment for Executive Coaching is a meaningful one particularly considering the impact it has on employees, revenue, and high potentials. According to the International Coaching Federation:

- Organizations with a strong coaching culture have higher employee engagement – 60% of employees are reportedly highly engaged compared to 48% of organizations without a strong coaching culture.
- Organizations with a strong coaching culture report higher revenue growth – 63% report being above their industry peer group in 2014 revenue compared to 45% of organizations without coaching.
- Organizations report higher engagement levels for high potentials with access to coaching – over 60% of organizations report higher engagement levels for high potentials with access to coaching.

Why Fortune 500 Companies Choose GP Strategies for their Executive Coaching

- **Industry Leader** — Long-standing track record of proven, impactful leadership development
- **Access to Thought Leadership** — Executive access to leading authors' insights and GP Strategies' proprietary models, tools, frameworks and processes
- **The Right Match** — A diverse cadre of coaches and diligent attention to match client's specific business, level of executive, personality, etc.
- **A Proven 7-Step Process** — A 7-Step approach to provide consistent results across coaching engagements
- **Individualized** — Unique formula of assessments, coaching methodology, reports, etc. crafted for each engagement
- **Leverage for Your Large Scale Initiatives** — Can complement and leverage GP Strategies' or your company's leadership development or change initiatives at all levels of your organization
- **Capability Locally and Around the Globe**

Thought Leadership, Research, and Content

GP Strategies' heritage is in proven, well received and impactful leadership development. From our extensive research and experience in leadership and engagement, we know that successful leaders are able to integrate both competence and connection... to both drive business results and to inspire workforce commitment. GP Strategies' partnerships with thought leaders Rob Goffee and Gareth Jones, authors of *Why Should Anyone Be Led by You?* and Terry Pearce, author of *Leading Out Loud*, enable our coaches to provide your leaders with contemporary strategies. Our coaches draw upon proprietary models, tools and processes to accelerate executives' results.

GP Strategies Client Cases

Global Insurance and Financial Services

Coached the top tier executives as part of a culture change initiative to address increasing competition, customer satisfaction and loss of core markets. Coaching was tied to identification of a new set of leadership competencies and leadership development content.

Global Banking and Asset Management Company

Chosen to coach 25 high potential leaders of global Asset Management Businesses as part of a 9-month Leadership Development program — client returned for the following 2 years.

Global Advertising Company

Provided advising on strategic culture and leadership to their managing partners and top 20 leaders, including agency presidents, chief creative officers, CIO, CFO and other leaders across the agency network.

Global Software Development Company

Coached mid- to senior leaders and intact groups across global locations to shift from a top-down culture to one in which leaders empower and leverage themselves through others.

Our personalized process takes executives on the path to greater results. Our clients find a range of benefits in working with us — from personal growth and reflection to better business decisions and higher employee engagement and performance. Executives who want to make true progress through the discipline and consistent motivation of a proven coach will find that GP Strategies' Executive Coaching accelerates their leadership and business success.

"Coaching helped me learn quickly, in weeks and months, what would have taken much longer on my own. I didn't have a year to figure out what my weaknesses were in my new role. It allowed me to be who the company needed me to be, quicker. Coaching hyper-accelerated my development."

— MANAGING DIRECTOR,
ADVERTISING INDUSTRY



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• • • For more information about Executive Coaching, please visit www.gpstrategies.com.