DO I NEED A BUSINESS COACH?

In today’s world it’s tough to keep up. The higher you advance in your career, the more treacherous the territory you’re in. In fact, recent studies have found that upwards of 40 percent of executives hired at the senior level are pushed out, fail, or quit within 18 months. Organizations are changing and discovering new directions, and management is expected to get on board or risk getting kicked out.

In response, more executives are turning to business coaches, resulting in a boom in the field of business coaching.

Individuals who received coaching were more likely to:

1. Set work-related goals and meet them.
2. Get others to trust their leadership abilities.

Leaders in a variety of industries have found that working with a business coach is especially beneficial in the following situations:

- You are in a new leadership position in your company or in a new company.
- You have a new manager with a different leadership style and new expectations for your organization.
- You are managing a significant change initiative while striving to meet performance expectations.
- You’re passed over for a promotion that you felt you deserved, or your work is not appreciated by the organization.

A business coach is a resource you can use to manage these situations so you can:

- Assess the realities of your situation.
- Define the core challenges to be addressed.
- Develop alternatives and actions to address these challenges.
- Receive support and guidance as you implement the actions.

Managing your career involves accepting and assessing the realities of your current position, then deciding what is best for you and your career. If you decide you need a business coach, look for someone with good credentials and check there references as you would any professional.