



### Are You Ready for an Executive Coach?

For more than a decade, the trend of CEOs engaging an executive coach to optimize their performance and results has steadily increased. And for good reason.

The Harvard Business Review studied 140 executives participating in an executive coaching program and found that executive coaching measurably impacts higher performance and greater personal satisfaction at work. A separate study of Fortune 1000 companies using coaching showed similar results, with executives reporting the following benefits from the coaching they received:

- An increase in productivity (by 53%)
- Increased customer service (by 39%)
- Increased retention of senior people (by 32%)
- Reduction in costs (by 23%)
- Increased bottom-line profitability (by 22%)

Impressive results, indeed.

Executive coach and leadership expert Angela Sebaly says coaching provides leaders an opportunity to grow profoundly, if and only if they are open to the process. The coach guides the process, but the executive puts in the effort to generate results.

The question is: Are you ready for an executive coach?

Here are a few core characteristics that differentiate leaders who evolve through coaching from those who don't.

- **Tolerance for discomfort and pain.** Successful coaching requires you to be proactive in embracing new ways of perceiving and acting. This can be vulnerable. The trick is to stay open without getting defensive and willing to explore more deeply than just the day-to-day problems of leadership, looking at what may personally be blocking you from your success.

- **Willingness to take responsibility.** It's hard to change if you are unwilling to take responsibility for your part in the challenges you are facing. This means being disciplined enough to stay focused on your development plan and growth, even when it gets uncomfortable. No one can create lasting change for you; that's your job.
- **Ability to let go of the ego.** Bottom line, working with a coach means leaving your ego at the door. You may be the smartest person in the room during your typical day, but when working with a coach, you'll need to be receptive to new ideas, ways of thinking, and behaving. If you are too fearful of feedback, you will not make meaningful changes in your life.

The Credit Union Women's Leadership Alliance (CUWLA), an organization that provides a safe space for women CEOs of credit unions with asset sizes up to \$300 million, has developed a unique coaching program with the vision of empowering women leaders across the country to make a profound impact on the financial wellbeing of their communities. For more information, visit [www.cuwla.com](http://www.cuwla.com).