

# Executive Coaching

Individual coaching has become an increasingly popular way to help leaders—and their organizations—become more successful. At Proteus, we’ve been supporting our clients’ professional growth through our unique approach to coaching for over 30 years.

## The Same—and Different

Many aspects of our approach are similar to those of any reputable provider. For example, we ensure that the coaching clients’ manager and organization are supportive of their success and have realistic expectations. We agree on clear confidentiality parameters before the engagement begins. We work with coaching clients to select the coach who is the best fit for them.

However, our approach contains other elements we’ve found uniquely effective for creating long-term growth:

- **Client-led engagement:** Lasting behavior change arises from individual choice, so we deeply involve the coaching client in crafting the engagement. For example, we begin by making sure that the person wants to be coached, and has clear and reasonable expectations for the process. Then coach and coachee collaborate to make key choices along the path: the pool of people to be interviewed for 360° feedback; the timing and agenda for the coaching sessions; the behavioral and mindset changes to be made.
- **Initial “catalyst” session:** This is perhaps the most unusual aspect of the Proteus approach. Because our goal is to help clients make substantive and lasting improvement, we generally begin every engagement with a two-day intensive one-on-one coaching session. This concentrated effort allows clients to achieve the mental and behavioral “escape velocity” necessary to break through the pull of old habits and ways of thinking.
- **Strategic behavior change:** During and after the catalyst session, we target our feedback and skill development to the coachee’s highest leverage areas for growth, rather than focusing on tactical “single-use fixes.” That way, the coachee builds a streamlined toolkit of new, high utility behaviors and ways of perceiving that he or she can apply in a wide variety of situations.
- **A momentum for growth:** We work with the coachee to ensure that their learning turns into powerful daily habits. For instance, we always serve as a “fair witness” to our coachees: we are always honest with them in the service of their growth. We support our clients to challenge their own limiting assumptions; to keep learning new skills and ways of thinking; to continue to build more powerful relationships; to create the life they most want.



## Coaching can help executives:

- See themselves and others more clearly
- Build productive relationships at all levels of the organization
- Develop critical management and leadership skills
- Make needed shifts as they take on more senior roles
- Leverage strengths and mitigate weaknesses