Newberry Executive Coaching & Consulting, LLC
Approach to Executive Coaching

To get the most value from the coaching, a client should feel like they have a coach that is a good "fit." So, before someone selects me as their coach, I share my background, experience, qualifications, coaching philosophy and approach. I also ask my potential client why they are seeking coaching and what they would like from a coach.

I work with my clients for at least three months to allow ample time for them to make progress towards their coaching goals. We determine a mutually agreeable schedule, but typically the initial client meeting is two hours long and subsequent meetings are an hour each week. Coaching packages can be created to fit the client's specific needs.

My approach to coaching includes three key components:

I. Discovery and Design

I ask my clients to complete a Client Profile and send it to me before our first coaching session. This form includes questions that allow me to better understand my client's professional responsibilities and goals, values, strengths and areas they'd like to focus on, coaching goals, and what they want from a coach. If the client's company is sponsoring the coaching, I also get their input on the coaching goals and confidentiality.

The first meeting focuses on understanding my client's strengths, goals, and priorities and designing key elements of the coaching agreement such as confidentiality boundaries, a feasible schedule for coaching, expectations for all parties involved, and initial goals for the coaching. We also discuss whether any assessments make sense.

Based on our discussion, I may ask my client to complete assessments such as the MBTI®, CPI 260™, Leadership Practices Inventory, or FIRO-B®. I may also conduct 360 interviews with a supervisor, peers, and direct reports to gather input on the client's performance, strengths, and development areas. If the client has recently taken relevant assessments or has 360-feedback, we may use those instead. We will review the client's customized assessment reports in an assessment debrief session where we discuss themes, strengths, and development areas and then adjust goals as needed.

II. Coaching

Before each session, I ask my clients to think about what they want to get out the session. Most sessions will end with action items and the progress against them will be discussed at the next meeting. Upon request, I will attend meetings to observe the client on-the-job and provide ad hoc coaching to assist the client in preparing for important meetings or to think through an urgent issue.

III. Measurement

I periodically solicit feedback from my clients on how the coaching is working for them, so we can make adjustments as needed. We also review progress against goals, and refine them if appropriate.