



M3 B2B Strategy, LLC
3810 Olive
St. Louis, MO 63108

FAQs About Executive Coaching

Q1: What is executive coaching?

Executive coaching is a one-on-one partnership between a qualified coach and a leader (executive, manager, or high-potential employee) aimed at enhancing their performance, leadership skills, and overall effectiveness. It's a results-oriented process focused on achieving specific goals through structured conversations, feedback, and support.

Q2: Who benefits from executive coaching?

- **New executives:** To navigate the challenges of a new role and build a strong foundation.
- **Seasoned leaders:** To refine their skills, address specific development areas, and stay ahead in a changing environment.
- **High-potential employees:** To accelerate their growth and prepare them for future leadership roles.
- **Leaders facing challenges:** Such as navigating organizational change, improving team performance, or resolving conflicts.
- **Individuals seeking personal and professional growth:** To gain self-awareness, improve work-life balance, and enhance their overall well-being.

Q3: What are the typical goals of executive coaching?

- Improving leadership skills (communication, delegation, decision-making, etc.)
- Enhancing strategic thinking and planning
- Boosting team performance and engagement
- Navigating organizational change and transformation
- Improving interpersonal relationships and influence
- Developing executive presence and impact
- Managing stress and improving work-life balance
- Developing a personal leadership vision and style
- Addressing specific performance gaps



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Q4: What can I expect from an executive coaching engagement?

- **Initial consultation:** To discuss goals, expectations, and determine if there's a good fit between you and the coach.
- **Assessment:** This might involve interviews, 360-degree feedback, or tools to gain deeper insights.
- **Goal setting:** Collaboratively defining specific, measurable, achievable, relevant, and time-bound (SMART) goals.
- **Regular coaching sessions:** Typically held weekly or bi-weekly, either in person or virtually. These sessions involve focused conversations, exploring challenges, developing strategies, and action planning.
- **Action planning and implementation:** The coach will help you take ownership of implementing agreed-upon actions between sessions.
- **Progress monitoring and feedback:** Regularly reviewing progress towards goals and adjusting as needed.
- **Evaluation and closure:** Assessing the overall impact of the coaching engagement and planning for ongoing development.

Q5: How long does executive coaching typically last?

The duration of a coaching engagement varies depending on the individual's goals and needs. It can range from a few months to a year or ongoing if progress continues to be made. Short-term engagements might focus on a specific challenge, while longer-term engagements support more significant development and transformation.

Q6: How much does executive coaching cost?

The cost of executive coaching can vary significantly based on the coach's experience, expertise, location, and the duration and frequency of sessions. It's an investment, and the return on investment (ROI) is often measured in terms of improved performance, leadership effectiveness, and organizational impact.



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Q7: How do I choose the right executive coach?

- **Experience and expertise:** Look for a coach with a proven track record of working with leaders in similar roles or industries.
- **Credentials and certifications:** While not always mandatory, certifications from reputable coaching organizations can indicate a certain level of training and professionalism.
- **Coaching style and approach:** Different coaches have different styles. Find someone whose approach resonates with you and your learning style.
- **Chemistry and rapport:** It's crucial to feel comfortable and build trust with your coach.
- **References and testimonials:** Check for positive feedback from previous clients.
- **Initial consultation:** Use this opportunity to ask questions and assess the coach's suitability.

Q8: What's the difference between coaching, mentoring, and consulting?

- **Executive Coaching:** Focuses on facilitating the leader's self-discovery and development through questioning, feedback, and goal setting. The coach doesn't necessarily need to be an expert in your specific industry.
- **Mentoring:** Typically involves a more experienced individual (the mentor) sharing their knowledge, experience, and guidance with a less experienced person (the mentee). Mentoring often focuses on career development and navigating organizational culture.
- **Consulting:** Involves an expert analyzing a specific problem or situation and providing recommendations and solutions. Consultants are typically brought in for their specific expertise.

Q9: Is executive coaching confidential?

Yes, confidentiality is a cornerstone of the coaching relationship. What is discussed in coaching sessions is kept private between you, your peer group and the coach unless otherwise agreed upon or legally required.



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Q10: What kind of commitment is required from me?

To get the most out of executive coaching, you need to be:

- Open and willing to learn and grow.
- Committed to the coaching process and attending sessions regularly.
- Prepared to actively participate in discussions and complete agreed-upon actions.
- Willing to be self-reflective and honest.
- Accountable for your progress and outcomes.

Q11: How is the success of executive coaching measured?

Success can be measured in various ways:

- Achievement of specific goals.
- Improvements in leadership behaviors and skills.
- Positive feedback from colleagues, direct reports, and supervisors.
- Increased team performance and engagement.
- Enhanced strategic thinking and decision-making.
- Greater job satisfaction and overall well-being.
- Return on investment (ROI) for the organization.

Call us at 314.422.5651 or schedule a discovery meeting here:
<https://calendly.com/michael-martin-m3b2bstrategy/30min>