

**Stakeholder Centered Coaching®
Versus Traditional Executive Coaching**



Stakeholder Centered Coaching®	Traditional Executive Coaching
Measures and documents leadership growth throughout the process.	Does not measure or document growth. Sponsor cannot be sure if leadership growth occurs or ROI.
Sponsor only pays if agreed upon growth objectives are achieved by the client.	Billing is based on time spent with the client and on exercises completed – not on outcomes achieved.
ROI has been researched in two comprehensive studies demonstrating a 95% success rate involving 248,000 people worldwide.	No such research that we know of has been done.
Focus is on leaders casting long shadows and having maximum influence on others. Consequently, impact is maximized throughout the organization.	Various levels of the organization are engaged.
Leader engages Stakeholders including bosses, coworkers, and employees in the coaching process. High value behaviors are identified and acted upon by leader. Benefits are accelerated growth, heightened awareness, enhanced collaboration and buy-in from others. Inherently creates a culture of trust and positive change.	Focused on the 1:1 relationship with the client and coach. They meet at set times. It generally does not extend beyond this from a coaching perspective.
Takes courage, humility and discipline. And is a transparent and public process. Leader shares goals with Stakeholders and specific behaviors to improve. Then Stakeholders give suggestions helping the leader improve. The coach is a facilitator working behind the scenes ensuring that the leader follows the process. Coaching conversations are bound by confidentiality.	Often highly confidential. Other than the sponsor, no one may know of the coaching relationship.

<p>360 assessment involves the coach interviewing co-workers to truly understand the leader's strengths and areas of improvement.</p>	<p>Typically uses web-based 'off the shelf' 360 assessments or personality tests to determine focus of coaching.</p>
<p>Coach and leader identify 1-2 high value behaviors that accelerate leader's performance while aligning with key corporate goals.</p>	<p>Focused more on the "moment" – "how can we best make use of our time today" without driving to a defined outcome that adds strategic ROI.</p>
<p>Helps leaders accomplish positive and long-term behavioral change seen and recognized by Stakeholders. By repeating key behaviors throughout the coaching engagement two things happen - perceptions of the leader change in a positive manner and the leader's new behaviors become long-term habits. Progress is measured throughout the engagement with a simple survey tool.</p>	<p>SCC is not utilized in any other coaching system we are aware of.</p>
<p>Highly transferable coaching process where leader learns how to apply it with others. Many leaders often become SCC Certified Coaches.</p> <p>Coaches have complete access to the process and tools to use with others. Paying it forward is the greatest compliment we receive.</p>	<p>Most traditional coaches do not leave any process for the client to share or repeat. It is based more on an inquiry process. Few coaches share their process and tools with clients.</p>

Andy Taylor, MCC
 Marshall Goldsmith Master Certified Executive Coach and Trainer
www.andytaylorcoaching.com
andy@andytaylorcoaching.com
 607-339-6106



Guaranteed & Measurable
 Leadership Growth