



# Coaching for Personal and Professional Success

Zita Delevic  
[zita@pebblejam.com](mailto:zita@pebblejam.com)  
305-393-9229

# Agenda

---

## Topics:

1. General overview of coaching
2. Personal coaching
3. Coaching in organizations



# Overview of Coaching

# What Is Coaching?

---

- A thought-provoking and creative process to inspire you to **maximize your personal and professional potential.**
- **Ongoing partnership** designed to improve the clients' performance and enhance the quality of their lives.
- Designed to achieve extraordinary results based on **goals set by the individual.**
- Coaching helps clients to **achieve their goals faster** and with more ease than possible otherwise.

# When To Use Coaching?

---

- You feel unhappy, stuck
- You want a change
- In transition
- Desire for better health and fitness
- Want a more rewarding relationship
- Need for better performing teams
- You want more balance and fulfillment



# What Coaching Is Not

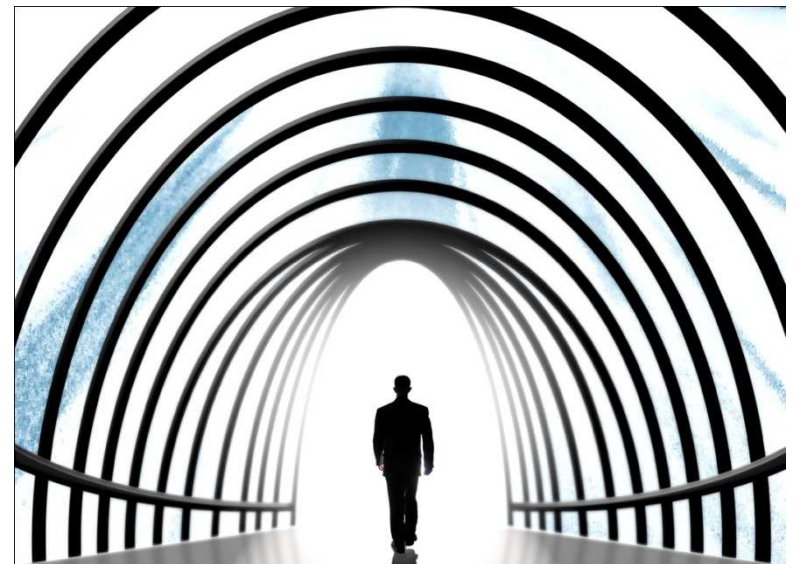
---

- Therapy ... deals with healing
- Consulting ... suggests solutions
- Mentoring ... builds on specific experience
- Training ... learning objectives set by trainer
- Athletic Development

# Coaching Specialties

---

- Life coaching
- Career coaching
- Executive and leadership coaching
- Team coaching
- Relationship coaching
- ADHD coaching
- Recovery coaching





# Coaching for Personal Success



# The Coaching Process I.

(DISCOVERY SESSION)

---

## 1. Where are you now?

- Who are you (fulfillment)
- Value clarification
- Current opportunities and challenges
- Limited beliefs (Saboteur)

## 2. Where are you going?

- Establish specific desired outcomes
- Planning and goal setting (SMART)



# The Coaching Process II.

(ONGOING RELATIONSHIP)

---

- Regular coaching sessions
- Stretch you beyond your self-imposed limits
- Keeps you on track
- Coach keeps you focused and stay in action
- You are accountable
- Specific actions between coaching sessions
- You make commitments, follow-up
- Typically 3 to 6 month process



# Coaching Will Help You To Achieve Your Goals

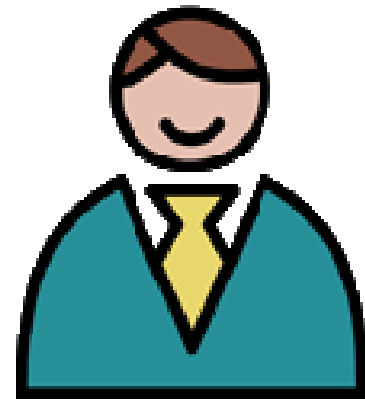
---

- Increasing awareness of self, values, vision and goals
- Becoming more self-confident
- Setting better career goals
- Making better decisions
- Taking more actions
- Developing and implementing a strategy for achieving your goals

# Why Is Coaching Unique And Powerful?

---

- Focus is on YOU
- Positive, appreciative approach
- Continuous feedback
- Envisioning success
- Fosters shifts in perspective
- Promotes fresh insights
- Energizes and inspires action
- Coach keeps you accountable
- Confidential





# Coaching in Organizations

# Growth Of Coaching

---

- Coaching is used in 52% of companies
- 37% will use coaching in the future
- Coaching is associated with higher performance
- Coaching is primarily aimed at boosting individual performance/productivity



***AMA Global Coaching Study, 2008***

# What Is The Purpose Of Using Coaching In An Organization

---

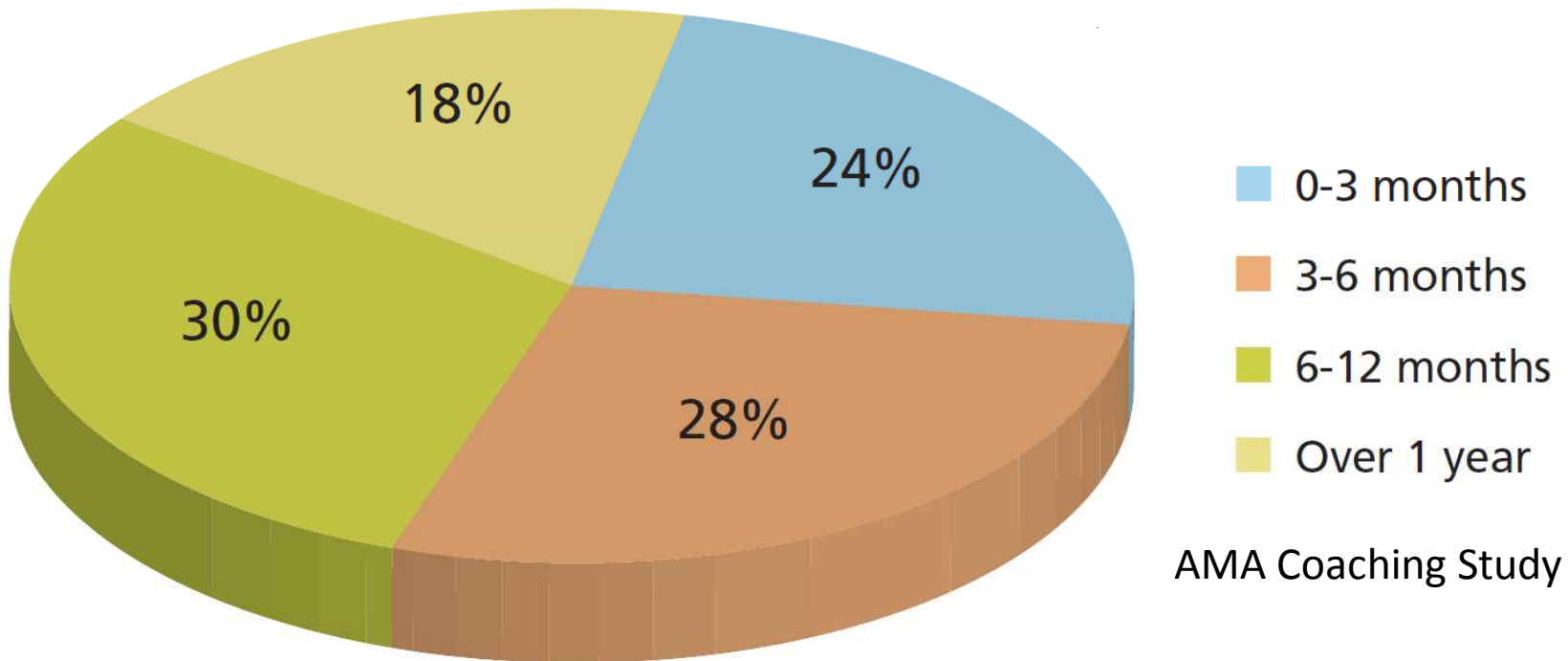
- To improve individual performance
- Leadership development/succession planning
- Increase individual skill level
- Improve organizational performance

AMA Coaching Study

# Coaching Engagements

---

What is the average duration of a typical coaching arrangement?



AMA Coaching Study



# How Much Does It Cost?

---

- Median hourly cost for coaching: \$500

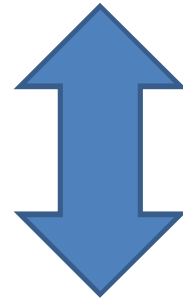


Harvard Business Review Study

# Is Corporate Coaching Personal?

---

- Only 3% of coaches are hired to address personal issues



- Still 70% of the cases personal matters creep in!

Harvard Business Review Study

# Who Initiates The Coaching Relationship?

---

- Manager 23%
- HR 29.5%
- Coachee 28.8%
- Other 18.7%



Harvard Business Review Study



# Top 4 Reasons for Executive Coaching

---

- Develops high potentials
- Facilitates transition (onboarding)
- Coach acts as a Sounding Board
- Addresses derailing behavior

Harvard Business Review Study

# Top 4 Reasons For Team Coaching

---

- Need to establish rules regarding how they will operate effectively
- People have individual “what’s in it for me?” attitude
- Conflicting motivation and interests within the group
- Differences can create obstacle

# Example – Onboarding Coaching

---



- Key to success for new leaders is to hit the ground running.
- The average time for a new leader to hit **breakeven** in **adding versus consuming value** to the organization is **6.2 months**.
- Rates of failure:
  - executive on-boarding appr. 40%
  - mid-level managers appr. 20%

# New Leader Success Acceleration

---

## Signature Programs:

1. PebbleJam Onboarding Success
2. PebbleJam Team Coaching
3. PebbleJam Executive Coaching

# 1. PebbleJam Onboarding Success

---

- **Shortens by 3 to 6 months** the time required for the executive and their team to get established.
- **Reduces costs** by enabling new leaders get up to speed more quickly.
- Quickly brings teams to a higher level of **effectiveness and productivity.**



## 2. PebbleJam Team Coaching

---

- Establishes **clear expectations and agreements** among team members.
- Broadens awareness **from personal viewpoints to team purpose** and issues.
- Elevates the team to a **higher level of readiness and effectiveness**.

# 3. PebbleJam Executive Coaching

---

- Promotes **successful transition** during this critical period.
- Significantly increases **productivity**.
- Builds **positive momentum**.

# What To Look For In A Coach?

---

- Coaching experience in a similar setting
- Clear methodology
- Experience working in a similar role as the coachee
- “Right match”
- Quality of client list
- Good reputation or referral

# Where To Find A Coach?

---

- [www.pebblejam.com](http://www.pebblejam.com)
- [www.coachfederation.org](http://www.coachfederation.org)
  - International Coach Federation
- [www.icfsf.org](http://www.icfsf.org)
- [icfsforg@gmail.com](mailto:icfsforg@gmail.com)
  - ICF South Florida Chapter

# Closing

---

***No matter what your goal is, there's a coach that is right for YOU!***