



# Executive digest

From the Executive Coaching Centre

Dr Iain McCormick enables senior executives to experience fulfilment in their work life and he develops high-performance teams that people love to be part of.

[www.executivecoachingcentre.com](http://www.executivecoachingcentre.com)



## What are buyers looking for in executive coaches?

The Rider Report on trends in executive coaching asked buyers of coaching from 145 different organisations a range of question such as:

- What qualities do you most value in coaches?
- How are you using team coaching?
- How do you balance internal and external coaching?
- For what purposes do you use executive coaching?

Most interestingly they report that the qualities that buyers find most valuable in coaches are:

- The ability to insightfully raise coachee's awareness of ingrained patterns of behaviour (83%)
- The ability to provide challenging feedback (82%).

## Services

Teams	Two-year high performance senior team development
Leaders	Leadership programmes directly related to organisational strategy
Coaching	Tailor-made individualised intensive learning programmes
Alliances	Comprehensive culture development to foster collaboration



In summary: buyers want coaches to raise coachee's awareness of ingrained patterns of behaviour and provide challenging feedback.