

## Executive Coaching

### Coaching is your personal competitive advantage...

When leaders increase their effectiveness, the effectiveness of the entire team is elevated. While coaching was once viewed as a tool to address under-performance, it is now more widely used to maximize the performance and retention of top producers. A 2004 Right Management Consultants survey reports 86 percent of companies use coaching to sharpen the skills of perceived future organizational leaders.

Executives benefit from objective feedback because at the executive level, any developmental feedback becomes more important, more infrequent, and more unreliable - a fundamental gap in knowledge and perspective which can lead to advancement plateaus.

### Coaching works for you when:

- > New ways are needed to attack old problems.
- > You want to unlock your potential to maximize performance for your team, your company and yourself.
- > A new role requires new skills you need to sharpen quickly.
- > You want to "get there," but aren't sure how.
- > You recognize skill gaps, such as influence, decision-making, time management or leadership styles.
- > Promotions, stretch goals, or large launches present new challenges.
- > An independent sounding board is needed because support systems are direct reports.
- > You're feeling frustrated or burned out.
- > You want to learn how to coach your own team.

### About Krissi Barr

*Throughout her two-decade career, Krissi Barr is known for getting things done. She combines an instinctive strategic vision with in-the-trenches implementation experience to grow every organization with which she works.*



*Krissi has a BA and MBA from Miami University, and has completed the Wharton's Executive Coaching program. She is also a Certified Professional Behavior Analyst, Professional Values Analyst and certified in Situational Leadership, Will to Win and Coach 4 Success.*

*Working within a variety of companies -- from global Fortune 500's, mid-sized established firms, start-ups and family businesses -- gives Krissi the perspective to operate within any corporate culture and grow any size business. Krissi focuses on separating daily distractions from the real issues to put business on the right path to grow and prosper. Results are immediate, growth sustainable and profitability long-term.*

### Barr's executive coaching works by...

- > Combining real-world high-level business experience with emotional intelligence and communication skills that lead to lasting, results-getting change.
- > Providing feedback and guidance in real time, developing leaders in their current context without interfering with daily responsibilities.
- > Supporting what you want and where you want to go, while yielding an unequalled truth-telling perspective and offering focus that other organizational supports cannot.
- > Providing clients with assessments and analysis that offer invaluable insight into strengths, gaps, and paths to success.

**"I looked at [coaching] as a form of insurance... Even if you raise your market cap just a fraction of 1 percent you've more than paid the fee."**

**Scott Cook, Intuit co-founder, in *Business 2.0, How to Pitch in the Majors*, 1999**

**Barr Corporate Success: Where Strategy Brings Action and Action Brings Success!**

*Let's get to work!*