



Corporate Coaching for Technical, Scientific and Medical Experts

What is Corporate Coaching?

Corporate Coaching is the confidential, one-on-one collaboration between a coach and a business manager to achieve professional performance goals. A corporate coach is a mirror for the business leader, reflecting back observations, data and solving relationship challenges. A corporate coach energizes and encourages the manager to practice new leadership behaviors, interpersonal skills and implement personal insights. Corporate coaching expands the manager's competencies to move quickly to high performance leadership.

How is Corporate Coaching different from consulting?

Corporate coaching is on the continuum of consulting services. Consulting involves being an expert in a chosen area, giving advice, making recommendations, redrawing processes and identifying human performance challenges. Corporate coaching is a relationship built on trust where both the coach and manager view each other as equals. Becoming more efficient and getting more done in the same amount of time, better work/life balance, being more skillful in maintaining key business relationships are examples of corporate coaching goals.

What is the Morris Consulting Group's three step approach to Corporate Coaching?

Step 1: Collect data

In many cases, the manager has results of performance appraisals, 360° results or assessments. To reflect the current work environment, we recommend updated interviews with colleagues and direct reports selected by the client.

Step 2: Develop a Plan

Review results of interviews and compare with other performance data for common themes. Establish goals for the corporate coaching process, define performance expectations and agree to an implementation timeline. Coaching plans are co-designed with the client's manager and Human Resource professional.

Step 3: Work the Plan

Corporate coaching sessions are scheduled on a regular basis, either in person or by phone. Coaching is enhanced between sessions with reading selected articles and coach recommended books, observing mentors, practicing new skills, giving and receiving feedback. The manager suggests topics for each coaching session with input from the coach. Corporate coaching can be brief, one month or less with a narrow emphasis, or extended as goals are attained and new performance goals are set.

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What outcomes can I expect from Corporate Coaching?

Each corporate coaching relationship is unique! Basic outcomes include a clear and current view of how others perceive the client, prioritized professional development goals, exposure to new interpersonal and leadership skills and a judgment-free environment to explore, discover and imagine.

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