



Seek inspired solutions.



Apply uncommon integrity.



Create lasting impact.



Build enduring partnerships.

— EXECUTIVE BUSINESS COACHING —

Small business and 8(a) business owners continually face unprecedented organizational change and challenges. They are under constant pressure to improve organizational performance, respond to changing market demands and develop their people. In our executive coaching practice, we:

- Partner with business owners to create personalized action plans that help them capture their full potential and achieve their professional and personal goals.
- Provide a safe and confidential environment and act as a sounding board and thought partner.
- Engage in meaningful dialogue, provide objective feedback, and help develop new skills.

We help our clients develop a strategic growth plan that is right for their small business and 8(a) organization, utilizing the Baldrige Criteria for Performance Excellence as a foundation, building on a set of interrelated key performance and operational requirements within a results-oriented framework that creates a basis for action, feedback, and ongoing success. We will actively work with each organization to build a toolkit that will enhance performance and drive growth.

Potential Focus Areas:

- Diversifying client portfolio
- Achieving a goal or overcoming a challenge
- Leading change
- Building high performing teams
- Achieving greater work/life balance
- Enhancing relationships with clients, peers, and staff
- Improving communication and interpersonal skills

Coaches Will:

- Listen, ask focused questions, challenge, and acknowledge
- Encourage intentional thought, action, and behavior change
- Compel clients to act and affect positive change
- Help clients develop and implement personal action plans to close gaps and achieve goals

Benefits of Coaching:

- Ability to identify and embrace new possibilities
- Opportunity to stretch and further develop their capabilities
- Trusted partner to serve as a sounding board and work through ideas
- Support and guidance to develop strategies to improve efficiency and adapt to ever-increasing demands

— COMMUNITIES OF PRACTICE —

Each client will be part of a “community of practice” – a confidential peer advisory group of 5 to 7 action-oriented small business and 8(a) business owners, from non-competing organizations. Communities are led by an accomplished business leader who stimulates thinking, frames issues, and guide discussions. In this atmosphere of trust, support, and encouragement, clients will:

- Present their growth plans and receive feedback from their peers.
- Hone and prepare to implement their strategies and identify blind spots to avoid pitfalls.
- Share expertise, challenge one another to think critically, and arrive at better decisions.

This community, combined with coaching, helps clients grow their business faster and more strategically.

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— EXECUTIVE BUSINESS COACHING PROCESS —

STEP 1 Contracting and Engagement

Coaching is a relationship built on a foundation of trust and open communication. The initial meeting is an opportunity for the coach and business owner to meet and assess the degree of fit and to determine if the chemistry is right for them to work together. During this meeting, the coach explains the coaching process and addresses confidentiality and the rules of engagement. Coaching goals and outcomes are discussed.

STEP 2 Gathering Information

During this phase, additional information is gathered relative to the strengths to be leveraged and development opportunities to be addressed for the business owner being coached. This is accomplished through the use of in-depth interviews/questionnaires and direct observation of the business owner. Leveraging this information, the coach partners with the business owner to create a development plan that will help to inform the coaching engagement and determine the appropriate community of practice.

STEP 3 Coaching Sessions

The coach and business owner meet regularly to strategize and discuss progress relative to the development plan. Each coaching session has a specific objective and results in measurable outcomes and action steps to be taken. Coaching sessions are structured to meet the business owner's needs and generally take place bi-weekly in person or virtually. The individual has access to the coach by phone or email for support between sessions and receives additional support through the Community of Practice. The coach acts as a catalyst by providing feedback and a safe and confidential space to engage in meaningful dialogue and practice and embrace new skills. Asking powerful questions, acting as a thinking partner, and holding the business owner accountable for commitments, the coach supports intentional thought and purposeful action in pursuit of goals.

STEP 4 Assessing Progress and Providing Feedback

The business owner and the coach review progress relative to the goals established at the outset of the coaching engagement. The coach and business owner also discuss strategies to maintain progress and sustain results..

— CONTACT US TO LEARN MORE —

Rachel E. Ramirez, CEO & President

714-374-1140 | rramirez@performexcel.com | PerformExcel.com