Your executive coach decision tree

Start here: Are you facing challenges in your business or leadership role?

IF YES > Which area needs the most attention?

- **Strategic Planning:** Continue to Question A
- **People Management:** Continue to Question B
- **Personal Growth:** Continue to Question C

IF NO > Are you seeking preventative guidance or future growth?

- **Yes:** Consider periodic coaching sessions
- **No:** You likely don't need coaching at this time

QUESTION A (Strategic): Are you struggling with long-term vision or decision-making?

- **Yes:** An executive coach would be valuable
- **No:** Are short-term operational issues your primary concern?
  - » **Yes:** Consider operational consulting instead
  - » **No:** Coaching may not be necessary right now

QUESTION B (People): Do you struggle with team motivation or conflict resolution?

- **Yes:** Executive coaching would be beneficial
- **No:** Is your team performing well but you want to elevate further?
  - » **Yes:** Coaching can help optimize your leadership approach
  - » **No:** Continue with your current management approach

QUESTION C (Personal): Are you experiencing burnout or decreased confidence?

- **Yes:** Executive coaching offers valuable perspective
- **No:** Are you seeking inspiration or new professional goals?
  - » **Yes:** Coaching can unlock unexplored potential
  - » **No:** You may not need coaching at this time

Reality check: Even if the path leads to "you need coaching," two more factors determine success.

Two critical success factors

1. Openness to feedback

Are you genuinely willing to:

- Identify and address your blind spots?
- Adapt your mindset based on new insights?
- Make meaningful behavioral changes?

If you answered "no" to any of these, coaching effectiveness will be limited.

2. Resource commitment

Can you realistically:

- Allocate the financial resources for quality coaching?
- Commit consistent time for sessions?
- Create space for implementation between meetings?

If resources are tight, consider alternatives like workshops, books, or peer advisory groups.