

A publication of  
**Winning Ways**  
*Developing Goals, Focus and Leaders*

**Joan Fletcher**  
President and Founder

Joan launched Winning Ways, Inc. in 2001 after owning her own business since 1987. Winning Ways works with clients on strategic planning, executive coaching, professional development in sales, leadership and communication. We know that setting the right goals and achieving them will get you to the place you need and want to be! Creating the successful environment for you to reach your potential is what we bring to our clients. Combining a great attitude with the right skills and developed goals will create the success you have only dreamed about! Joan's expertise is in helping you find the solution to your business challenges.

This copy of Winning Ways is a gift for you from Winning Ways, Inc. We provide an environment that creates focus, momentum and success for long term changes in your personal and professional life through our strategic planning, executive coaching and professional development in sales and leadership. We help you achieve the results you and your business want! We are committed to helping you achieve your goals.

## Prepare for Coaching: What are Your Goals?

A publication by joanfletcher Winningways, Inc.

A successful coaching relationship always keeps the end goal in mind. By assessing your goals before beginning a coaching relationship or re-assessing your goals if you already have a coach, you will attain the most value from your executive coaching experience. Your executive coach can help you prioritize and shape your objectives, but it's a helpful exercise to individually consider your high-level objectives.

Coaching goals commonly fall into one or more of these broad categories:

- Increase or enhance current competencies: Do you want to assert your influence with greater ease or diplomacy, become better organized, or develop stronger presentation skills?
- Link existing competencies to a new career or business situation: A promotion within your company or transition to a new industry may benefit from focused work in discussion of translational skills.
- Acquire a new skill or capability: As you move up the ranks in your career, new skills are demanded. Coaching can help you pinpoint those skills and provide targeted learning and improvement methods.
- Troubleshoot issues: Many executives seek an outsider's fresh perspective on emergency issues, strategies, and tactics. An executive coach can provide the unbiased outsider approach that

cannot be found within your organization.

Most of your time with a coach is one-on-one, so think about your personal goals as well. Your goals and your company's agenda will likely mesh quite well, but it is beneficial to consider improvement that you are seeking for yourself in addition to company goals.

Examples of personal development goals that are often improved through executive coaching include the following:

- Increased acceptance of criticism
- Stress-reduction strategies
- Organizational skills
- Work/life balance plans
- Managing conflict

Thinking about high-level professional and personal goals is a good exercise, even if you are not in a coaching relationship. Ask yourself, "If an executive coach sat down in my office today and asked me what I want to achieve professionally and personally, what would I say?"

***"Think not of yourself as the architect of your career but as the sculptor. Expect to have to do a lot of hard hammering and chiseling and scraping and polishing."***

B.C. Forbes (1880-1954)  
Scottish journalist & founder of Forbes magazine