

EXECUTIVE COACHING CAN FURTHER YOUR CAREER

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Why use a coach?

1) Management development left to chance is unreliable. 2) Most executives do not recognize their own developmental needs. 3) Researchers at the Center for Creative Leadership estimate that the failure rate among Senior Executives could be as high as 50%.

Executive coaching is the utilization of a professional coach to build upon the effectiveness of executives or managers in a specifically identified area of need by working one on one with them. It is a confidential, highly personal learning process that helps individuals move to their next level of competence bringing out the best of their talent. It begins with a clear contract, a defined purpose and specific expectations.

The purpose of coaching is to help individuals prepare for future leadership roles, to improve a manager's skills, to facilitate long-term development, to correct performance problems or to deal with difficult decisions.

Common developmental needs that warrant the use of coaching include handling conflict more effectively, developing interpersonal versatility and skills, managing a difficult employee or superior, learning to listen more effectively, building better business relationships, managing anger appropriately and delegating more effectively.

The benefits of coaching include the personal development of areas that are specific to an individual's needs, strengthening the executive or management team, enabling a company to retain high potential talent, and minimizing the revenue caused by ineffective executives or managers.

D. Charles Williams, Ph.D. is a Licensed Psychologist, Licensed Marriage & Family Therapist, AAMFT Approved Supervisor and Executive Coach based in Athens, Georgia. Dr. D. Charles Williams specializes in men's issues, premarital & marital counseling, depression, adolescents (16+), addiction & recovery, spiritual issues, management coaching for success and workplace issues. He completed his undergraduate training in psychology at Clemson University and graduated with a Ph.D. in counseling from the University of Florida. Dr Williams began his career as an Assistant Director of the North Florida Evaluation and Treatment Center, and later the Director of the Adult and Older Adult Clinics at the Central Florida Community Mental Health Center in Gainesville, Florida. He received three years of post-graduate supervision and training from the Director of Training at the Philadelphia Child Guidance Clinic in marriage and family therapy. After moving his private practice with Family Counseling Associates from Gainesville, Florida to Atlanta, Georgia, he joined the Atlanta Network for Individual and Family Therapy. He also provided business consulting for RHR International as a Consulting Psychologist in Atlanta providing coaching to executives and managers in Fortune 1000 companies. Dr. Williams is the author of *The Eight Toughest Problems Parents Face and How to Handle Them*; *Forever A Father, Always A Son: Discovering the Difference a Dad Can Make*, as well as many articles on marriage counseling. Dr. Williams' Athens Psychologist office is located at 1751 South Lumpkin Street Athens, Georgia 30606. Phone: (706) 543-5552. Fax: (706) 354-8904. Email: DrWilliamsCoach@aol.com. Or visit www.DrWilliamsCoach.com