

South Central Regional Business Review

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Coaching Leaders To Create The Future

The field of executive coaching is broad in style and focus with the common aim of creating more effective leaders. Today in many industries ever-increasing and unpredictable change dominates, bringing with it unimagined opportunities for a leadership team that is prepared to seize them.

There are executive coaches that specialize in developing leadership cultures that are capable of moving companies through continuous innovation as the marketplace demands adaptation.

World-class leaders in this often chaotic environment need to constantly reinvent themselves and their organizations. Skilled executive coaches can help leaders learn new ways of thinking and nurture new leadership habits to a point of sustainability.

Often learning new behaviors requires unlearning past thinking and behavior and seeing beyond our current paradigms. The role of any coach is to facilitate the leadership journey.



When facing complex change, even the most seasoned leaders can find themselves in a state of instability. During the continuous leadership learning journey, the state of equilibrium is short. There is a leadership learning curve followed by a short cycle of stability, then the business environment changes again and the system once more seems chaotic and unstable, thus requiring continuous growth in the leadership team.

Coaches help leaders hone their skills for strategic foresight by shifting the focus away from day-to-day events to preparing for a future state. This skill means focusing "on the system" rather than "in the system." Improving the whole system is a challenge, as there is a tendency to be drawn back into the day-

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to-day crisis within the system; a good coach keeps a leader on target. Keeping focus on the system requires discipline and commitment.

Today's business environment is complex and uncertain.

What might be clearly visible to a skilled coach or consultant from outside the organization is invisible to those caught inside the complexity of the system. A coach often serves as an outside perspective for the leaders. This outside perspective is valuable in helping the leadership team see the emerging future and develop a culture of collective intelligence throughout the organization. Collective intelligence enables the company to be responsive and adaptive as the future unfolds.

Coaches facilitate growth of both individuals and the company. They coach leaders to develop healthy organizational cultures, structures and systems that sustain intelligent adaptive enterprises. They help leaders develop rigorous strategic thinking, foster cultural change toward collective intelligence, maintain the discipline to stay focused on the system and lead into a future state of success.

THE BERRYWOOD GROUP

Visionary leaders ...unimagined opportunities...people wise and flexible...global thinking... In this rapidly changing business environment will your company know where to go?

The field of executive coaching has one key outcome: create more effective leaders. Since 1985, The Berrywood Group has been developing extraordinary global leaders. Leaders ready to adapt to change and with strategic foresight prepare for the future. The group approaches coaching from a whole system point of view using state of the art assessment tools, in depth knowledge of how organizations work and how human beings operate inside those organizations.

With a team of executive coaches, The Berrywood Group teaches leaders strategies for thinking and nurturing new leadership habits. Through coaching, leaders develop the self-discipline to sustain those new habits. Global changes demand leaders that are capable of engaging the talents and commitment of all the people in the organization by building learning organizations.

Systems thinking, learning organizations, Socratic methodology and the decision sciences are what the Berrywood Group is passionate about." A business system is made up of interrelated parts and people that to be healthy and profitable must understand and embrace a common aim" comments Dr. Barbara Berry president of The Berrywood Group. Moving organizations out of reactionary thinking allows for leaders to focus on future forecasting. A clear understanding of the complexity of the system equals more educated decisions, better planning and fewer surprises.

We enable you to make the difference you always wanted to make.

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