

Organizational Effectiveness Executive Coaching

Organizational Effectiveness

Change Portfolio
Management

Executive Coaching

Organizational
Assessment & Design

Organizational
Readiness Assessment

Talent Strategy

Transformational
Change Management

The Challenge

Each year, organizations spend billions of dollars on leadership development. Leadership programs are created. Detailed curriculum and workshops are designed. But developing leaders is not a one-size-fits-all process. Great leadership needs more than programs to foster and thrive; individuals require a leadership development process that builds on their own unique skills and abilities, and that ties directly to business outcomes.

Now more than ever, supporting and developing top-tier leaders is an essential differentiator for success. Organizations in all industries and geographies are grappling with new challenges and opportunities, and leaders are feeling more pressure than ever before. In order to thrive, leaders must inspire a diverse and often globally dispersed workforce while modeling both the innovation and discipline to realize breakout results at a breakneck pace.

When leadership is good, its artistry can go almost unnoticed. When leadership is poor, everyone feels the ramifications.

Our Services

Point B applies a practical and proven approach to coaching that focuses leaders on their own unique development needs. Executive coaching is a confidential, one-on-one process designed to enhance an executive's sense of purpose, self-awareness and professional effectiveness through feedback, dialogue and inquiry, development practice and increased accountability. The work occurs over a set number of sessions between the client and a Point B coach. In a recent survey, 100 percent of Point B Executive Coaching participants said they felt that the coaching process had a positive impact on most aspects of their work and overall performance.

The Point B Executive Coaching process includes five steps that are tailored to meet the individual's development needs:



Contract & Build Rapport – Establishes a strong rapport and level of trust to ensure the right foundation is in place for the work ahead.

Assess/Collect Data – Collects background information to assess the client's leadership needs based on work history, formative professional experiences, and other assessment tools as needed. More than a one-way data collection, Point B partners with coaching clients to identify themes and areas of development that will help the client advance their leadership effectiveness.

Executive Coaching

Plan/Goal Development – Because each leader is unique, Point B works closely with clients to craft a development plan that reflects the leader's individual development needs. Development goals within the plan are shaped through the one-on-one sessions between Point B and the client and are refined to provide the practical steps needed to achieve greater degrees of leadership effectiveness. Goals can be short- or long-term. Success measures are not necessarily tied to the tenure of the sessions, but the plan and actions serve as part of the development process.

Implementation/Action – Point B provides support and relevant tools to clients as they take steps to achieve their goals. Coaching sessions apply a mix of practice, method and reflection to aid leaders in achieving their development objectives.

Evaluation/Closure – Before completing our work, we assess where the leader is along the path to meeting their goals, reviewing successes achieved and discussing next steps.

Why Point B?

Point B provides experienced leaders who have often walked in the shoes of their clients. Our leadership development coaches have experience with a wide variety of organizations and leadership styles, which provides breadth and depth to our coaching clients. Our approach is clear, practical and structured in a manner that enables our clients to own their own development once the coaching process has been completed.

Point B leverages our knowledge of the client's organization to provide Executive Coaching that is suited to the context and culture in which the leader works. Our coaches have a proven track record of delivering high-value results for many types of organizations, and a proven perspective on effective leadership that is recognized by leaders who have gone through the program.

Since 1995, we have helped executives across many industries increase their leadership capabilities, including:

- Developing and realizing action plans that have increased accountability and performance.
- Setting strategies for meeting individual and organizational objectives.
- Increasing self-awareness of individual strengths and weaknesses.
- Increasing insight—individually, interpersonally among peers and reports, and across the organization.
- Developing new leadership skills.
- Setting and realizing learning strategies for professional development.
- Building leadership confidence.
- Identifying and overcoming barriers to change.
- Communicating and presenting with purpose and clarity.