



Executive Performance Coaching

The Issues

You're a health care executive, so no one needs to tell you that the environment is tough, and getting tougher. You know the realities: reduced payments, escalating costs, increased regulation, stiffer competition, chronic staff shortages and more. It's a turbulent environment, one that calls for highly adaptable leaders with increasingly versatile skill sets. It's an environment that calls for courageous leaders – regardless of their experience or tenure - to continuously improve their effectiveness for sustainable results.

Is it time to move your team to a higher level of performance? leadership*Forward*, an experienced team of leadership experts, offers a proven solution designed to help you and your executive team achieve higher levels of sustainable performance in:

- Strategic thinking, decision-making, and execution
- Ability to lead change
- Communication that gets results
- Improved accountability

The Solution

Executive Performance Coaching brings a systematic, rigorous approach to:

- 1) Analyzing current executive behaviors in your organization,
- 2) Coaching for improved communication and operational outcomes, and
- 3) Integrating action learning with relevant, real-time application

It's a three-step process, customized to fit your specific needs, that helps your team bridge the gap from textbook theory to effective executive action.

Knowing

Using a validated, multi-rater behavioral assessment tool, leadership*Forward's* coaches work individually with executives to explore ways to assess and optimize their individual strengths, as well as to create strategies for improvement in areas where they may be less effective.

Doing

During the action learning phase, coaches use a series of real-life experiences and practical application exercises to help your team not only sharpen its strategic focus, but also to understand and reinforce how new leadership behaviors interact positively with your organization's mission, culture and operational dynamics.

Being

Finally, coaches help you trial, evaluate, and ultimately embed your team's new behaviors and strategies with real-time issues in your organization, resulting in hard-wired, sustainable, measurable improvement in communication, decision-making and operational outcomes.



Requirements

A minimum 6-month commitment to the process
Support of the Board/Supervisor and Colleagues.

leadership*Forward*

Unlock the Performance of Your Organization

The Impact

Executive Performance Coaching has led to measurable, sustainable improvements in critical areas like financial performance, employee commitment, patient satisfaction, and clinical quality improvement in health care organizations across the country.

Empowering the Executive's Impact and Leadership.

Case Study: St. Dominic's Hospital

In 2002, faced with short and long-term workforce shortages, executives at St. Dominic's Hospital in Jackson, Mississippi, realized that they needed to make changes in both their leadership style and in the hospital's culture in order to successfully meet a complex and ambiguous future. With the help of leadership*Forward's* Executive Performance Coaching, the leadership team gained new confidence, credibility and capability to deal with its challenges. They now report:

- A more aligned, interactive and decisive executive team
- A stronger belief in the value of spirited debate
- Greater visibility of the team outside the executive suite
- Greater inclusiveness in discussions of key strategic issues
- A redesign of the hospital's performance management system for better tracking of operating margin, voluntary employee turnover, adjusted admissions, patient satisfaction, and clinical quality standards

"They have created an environment where our senior leadership is motivated to continually engage ourselves and our colleagues to achieve greater performance."

-Lamar Nesbitt,
VP of Human Resources,
St. Dominic Health System



"Sometimes the doors were easy to open (like swinging doors)...Sometimes we could not see through the weathered panes of these doors and did not know if we wanted to enter (sharing of our personal lives)...And sometimes, we needed to ask for help for those doors that we just couldn't budge with our own strength (my final lesson)...But, each door proved to be invaluable and somehow connected to the passageway of stronger leadership. For this, I thank you."

- Kimberly Burch,
Director, Human
Resources,
MediCorp Health
System

The Difference

You have many potential partners to choose from in the leadership development field. But you will find that leadership*Forward* clearly distinguishes itself from the others in:

- The level of client intimacy and trust it achieves for significant breakthroughs
- The diverse, real-world experience of its team that truly defines credible coaching
- The flexibility of its services to evolve as its clients grow and evolve
- The sustained focus on alignment of client values, strategy and culture
- The ability to customize solutions to your specific needs
- The commitment to encourage your earliest independence from the coaching process

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