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A coach is important in business as well as sport

Most sporting teams and athletes, whether at the elite or recreational level, have coaches to teach, train, plan and develop.

They guide team members to become leaders and leaders to become the best leader they can be.

It should be no different in business, according to executive coach Anita Kropacsy.

The corporate training manager for Corporate Challenge Events in Australia and New Zealand said coaching is beneficial for anyone who needs to manage people in business.

"I recommend coaching to anyone new to leadership roles, people who want to take their leadership and team building to another level, leaders embarking on change or managers who are good at their job but have people challenges in their role," said Ms Kropacsy.

So how does leadership coaching make a difference in business?

Ms Kropacsy believes coaching in business is valuable for six key reasons.

1. It unlocks potential and transforms people into who they would like to be.
2. It develops leadership skills and accelerates a change in behaviour faster, more effectively and with more depth of understanding than if the person is left to move forward on their own.
3. It is highly relevant and personalised with the coach, person being coached and their immediate manager all involved in its structure.
4. It fulfils a deep human need to be understood without judgment.
5. It can be applied immediately based on the person's learning readiness.
6. Progress and results can be measured by others in the business therefore is accountable and adaptable to feedback.

"Coaching is a potent tool for creating personal and positive change in business, because it is so tailored and targeted to individual needs and 'in-the-moment' challenges," she reinforced.

Leadership coaching is regarded as the Mount Everest of corporate training to Ms Kropacsy.

"Success is reaching the summit but to do so you need an expert guide to help you get there," she said.

"It's very much a personal challenge that is measurable and empowers the individual on completion. And there are no short cuts."

Leadership coaching mainly involves 1-on-1 sessions but can also incorporate team building exercises, corporate training workshops and team culture programs.

"Leadership coaching is rewarding, fun, engaging, productive, and simple to undertake," said Ms Kropacsy.

"I encourage any business leader or anyone with leadership aspirations to take on a coach.

"We have seen it in effect in sport – it can also be transformational in business."

Corporate Challenge Events is one of the leading corporate training providers in Australia and New Zealand, specialising in executive coaching programs, outdoor team building activities and culture development workshops.

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For further information contact:

Email: info@corporatechallenge.com.au

Phone: +61 3 9753 2562