

Lead the leader

Executive coaching is gaining immense popularity in India Inc as one of the most efficient ways to nurture and groom potential leaders, discovers [Priya C Nair](#)



It is a well-acknowledged fact that a strong leadership team is essential for the success of an organisation and today, many firms are in the process of creating good leaders. And how are they honing the talent of future leaders? The answer: executive coaching. Executive coaching is defined as coaching at the executive level (a single individual or a team within an organisation) or at an individual level outside the organisational boundaries. This

one-on-one interaction between a coach and an executive, mainly to enhance his/her potential, both on the job and at a personal level, is quite a new phenomenon in corporate India. According to [K Jayshankar, MD, Empowered Learning Systems](#), even though the concept of executive coaching is very nascent in India, many organisations have begun to realise the benefits of this and are open to implement coaching practices.

But why are organisations keen on promoting the concept of executive coaching? According to Satish Rao, director, Disha Consulting Ventures, an executive coach could bring in several benefits to the organisation as well as employees. "An executive coach brings in a totally new and different perspective to an organisation's functioning. Also, a firm could get an unbiased and a neutral view on things," adds Rao.

At an individual level, an executive coach engages in skillful conversations with the executive and assesses his/her skills and gives them possible suggestions to deal with different situations/demands at work. "Coaching does powerful reinforcement of positive behaviour," says Jayshankar. "There is lot of unlearning that must be done at an executive level and a coach helps in achieving just that," adds Rao.

Even though executive coaching is gaining prominence in India Inc, there continues to exist a dearth of qualified executive coaches, say experts. According to [Jayshankar](#), the activity of coaching is far different from training. Skills that are sought after to be a competent executive coach are far and few. The art of listening is among the most vital traits. "The coach must be well-trained, equipped with good knowledge of the business and should have good credentials," says Rao.

An executive coach could alter the attitude, belief and behaviour of an organisation's key talent in order to help him/her to perform better. Coaching, if carried out correctly, could leave a lasting impression on individuals and make them derive maximum advantage, both professionally and personally. Thus, choosing the most talented executive coach is imperative for organisations and its talent to reap its benefits.