



The Art of Excellence

Leadership. Teamwork. Success.

January 2009

Sylvie Gervais-Leduc

You Are Creating Excellence When...



You are asking questions!

Dear

In response to the flood of questions about coaching (and our coach training programs); we have decided to offer a series of articles from January to July of this year in an attempt to answer many of the questions we have received. We also trust that this information and sharing of insights and research will serve our newsletter recipients in asking more questions about coaching and the coach approach as the profession and the approach gains in popularity and demand. (We have inserted a list of the upcoming topics for this series in the yellow side bar of this newsletter).

Coaching Series – Part 1

What is coaching and how did it get started, particularly for companies and organizations?

More and more people are looking for gains in success at work. They seek clarity, perspective, fulfilment and success. They want to “kick it up a notch” and be noticed or simply feel good about what they have accomplished or contributed at the end of each day. Leaders want to bring out the best in their people as well as increase the bottom line. Individuals as well as companies are exploring ways of working together, being happier and healthier so they can also be of top quality service to their customers. This gets a company noticed, it them the ability to weather any storm that can arise as well as thrive and grow in

Louise Bergeron



Upcoming Newsletters

February 2009:

Using a Coach Approach

March 2009:

Barriers to Coaching

April 2009

How to Select a Coach.

May 2009:

What is Coach Training and What are the options?

June 2009

What to Expect from an External Coach.

July 2009:

Creating a Culture of Engagement

leaps and bounds! Many are also wondering how they might contribute in safe guarding our planet and making the world a better place.

Let's explore a way to do any and all of these: Coaching.

Coaching, outside of sports is relatively new and didn't necessarily start off on a positive note. It actually gained its popularity between 1980 and 1994, where much of the business world was experiencing downsizing or "right-sizing", mergers and acquisitions and massive lay-offs. Much of the activity revolved around outplacement and career transition in a reactive setting. However, it is during the new millennium that positive results linked to coaching, captured the business world's attention. Business and leadership coaching began to emerge as a strong and recognized profession.

The International Coach Federation (ICF) defines coaching as: "partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential." This definition captures the essence of the coaching relationship. There are a few bodies that represent the world of coaching, but the ICF is the largest resource and standard setting body for business and personal coaches with over 15,000 members from 90 countries. Within the ICF you will find a variety of niches of coaching; business, leadership, wellness, corporate, life, retirement, study skills, sales, even music ...name it and you will likely find someone that can coach it! Why? Because it works! People who are coached have the chance to engage in conversations that allow them clarity, creative thinking, time to think and valuable resource to launch them to their dreams for the future, creating what they most aspire to!

This is why coaching as a profession is trending upward. Many companies are offering it to their employees for reasons such as leadership transition, increase productivity and change management. Some to enhance engagement in their employees build

and Innovation.

**HAPPY
NEW
YEAR
FROM ALL
OF US
AT
THE
ART
OF
EXCELLENCE
WE
WISH
YOU**

strong and effective teams and bring out the best in everyone within the company for top quality through and through! Emotional intelligence is essential for companies to thrive and grow and coaching plays a significant role in developing this within a company.

Entrepreneurs and other self-employed individuals invest in coaching to help them with their vision and goals or to simply help them get “unstuck” and/or redefine what success truly means to them and then to go for it with gusto and accomplishment!

Over the last 5 years of so, coaching has developed two distinct and interesting branches within the corporate world. You will find internal coaches (working within an organization for the organization, usually linked to the HR department but also coach trained leaders within the company). You will also continue to find the Certified Business, Executive, Corporate or Leadership Coach who will be working with a variety of companies and individuals within their own professional business and often times in combination with consulting roles. (We will look at these two effective branches of coaching in future newsletters).

The coaching profession as well as the more widely recognized use of the coach approach within businesses and organizations bring an exciting reality of success, engagement, retainment and innovation to the 21st century! Compassion and accountability, creative thinking and goal setting for highest achievement and results (in all areas of life) are the main reasons for this. Companies and organizations with leaders who are inspiring, have vision and innovation in growing the bottom line as well as an ability to bring out the best in their people is an asset every company now needs. Employees with high levels of emotional intelligence who offer the wow factor with customers, who work well independently and within a team as well as engage (and even get excited about) contributing to growing the bottom line is all any company could ever ask for! That’s a bright, exciting and much anticipated direction for generations to come. Imagine the possibilities!

**A
VERY
HAPPY,
HEALTHY
AND
PROSPEROUS
2009**

We've seen it happen over and over again. It is possible!

Written by: Sylvie Gervais-Leduc and Louise Bergeron

Have an EXCELLENCE month!
Sylvie Gervais-Leduc
www.taoe.ca mail to: info@artofexcellence.net
(705) 969-8827 or 1-866-827-8448

To subscribe for a friend go to www.taoe.ca and click on the newsletter link.

To unsubscribe to this newsletter send an email to: unsubscribe@artofexcellence.net

The Art of Excellence

Upcoming Events!

List of Public Workshops for 2009

Have you made your
New Year's Resolution Yet?

"In 2009 I am going to..."

"...take at least one of
"The Art of Excellence Workshops"

Watch for our flyer giving the details... coming soon!

Intro to Using the Coach Approach 1/2 day workshop
February 25, 2009

Customer Service 1/2 day workshop - April 22, 2009

Being Your Best Self as a Leader (using DiSC) 1/2 day
workshop - May 13, 2009

Vision and Goals 1/2 day workshop - October 21, 2009

Leader's Code of Excellence Full day workshop - Nov 18,
2009

