

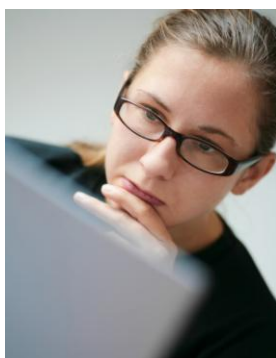
## Individual Coaching

### Achieving New Levels of Performance

Leadership ranks an organization's ability to develop strong leaders among the top five factors in achieving a competitive advantage. Fortunately, one-on-one executive coaching has proved to be a powerful and cost-effective development tool to accelerate executives' and managers' uneven or emerging leadership capability. Organizations use targeted, results-focused Individual Coaching to:

- Create a safety net for executives and individual contributors who are in critical assignments with intense time, budget, and performance expectations
- Bolster leadership focus, support, and strategic business knowledge in divisions or units that are behind plan and at risk of failing to meet critical targets
- Address issues of emotional intelligence and interpersonal behavior that disrupt working relationships and business outcomes

Individual Coaching is a results-driven process facilitated by an accredited, peer-level executive coach. Tailored to the individual and focused on high-priority goals for your organization, it enables your talented managers and executives to turn workplace competence into leadership bench strength.



#### Creating Committed, Results-Oriented Leaders

Burke and Associates utilizes a four-step process, which brings a logical and systematic approach to coaching individuals in critical roles. Specific, measurable outcomes for the process are identified up front, in collaboration with the individual and the organization. Over a three- to six-month period, your leaders progress through the following phases:

**Awareness:** Through an appropriate assessment process, executives gain an accurate and personal understanding of their leadership strengths and abilities, as well as the areas they need to develop. They also acquire a balanced view of factors influencing success in the organization's business environment and culture.

**Analysis:** Combining self-knowledge with an understanding of organizational realities and objectives, individuals develop and commit to specific, behavior-based plans to correct counterproductive behavior, accelerate leadership capability, and reach critical milestones. Involving managers, colleagues, and teams as appropriate, the individual will create short-term (6-12 months) and long-term (2-5 years) development and action plans.

**Action:** The individual being coached will execute their development and action plans in the context of their business strategy and goals, with checkpoints for obtaining input and assessing progress against specific criteria.

**Achievement:** Your individual coaching participant will participate in a reassessment and feedback process those pin-points, both quantitatively and qualitatively, where they are achieving the desired professional goals and business outcomes.

### **Performance-Driven Leadership Developers**

We offer an unparalleled range and variety of industry and functional expertise. Pat Burke, our Executive Vice President, represents the Performance Management side of the Burke and Associate practice. Because of her background, she will work with your senior management and human resources professionals to well address the “fit” issues which are an imperative to a successful coaching relationship. The appropriate coach and monitoring accountability for the working relationship is simply critical.

### **Moving Your Organization Forward**

By equipping your individual contributors, and leaders to overcome professional and organizational roadblocks to their effectiveness, Individual Coaching enables them to:

- Achieve critical business objectives by leading strategically, tactically, and globally
- Utilize enhanced emotional intelligence and interpersonal behaviors to build strong relationships with their team and internal/external constituencies
- Enhance business relationships through improved emotional intelligence and interpersonal behaviors
- Lead individuals and teams to set, strive for and reach demanding goals
- Continuously improve their own and others’ leadership capability
- Execute or operationalize business / team / personal objectives

**Individual Coaching enhances your leaders’ ability to succeed in increasingly demanding roles. As a result, your organization is able to:**

- Realize better business results due to confident, competent leadership
- Develop the management capability to respond to change and compete effectively
- Retain dynamic, high-powered individuals who achieve targeted objectives
- Minimize disruption of business flow due to personnel changes

### **About Burke and Associates**

Burke and Associates has been in business for over 15 years. We are known by our name and solid reputation. Pat Burke, our Executive Vice President has worked on projects globally, which would include: Israel, Europe, South America, Asia, and Canada and (of course) across North America. She has over twenty-five years of top corporate responsibilities, in broad reaching environments. She has been on the senior executive team of a global leadership organization, focusing on Performance Management; the world’s leading provider of strategic human-solutions that help organizations align their workforces to meet critical changing business needs. Pat’s primary focus is on increasing the capability of organizations to execute business strategies, focused specifically on development, communication, thought leadership and systemic processes. . She represents the one-on-one coaching excellence process of Burke and Associates, and has worked with key contributors of organizations (and boards) for over 19 years. You may view her expanded biography on line. Contact Pat at: Direct: 503-805-6360 or email Pat at: [Pat@Burkeandassociates.net](mailto:Pat@Burkeandassociates.net). Also view: [www.Burkeandassociates.net](http://www.Burkeandassociates.net)