

Why I Hired an Executive Coach

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**Avoiding
commoditization
and positioning
the business for
growth**

**Replacing my
Dad as CEO and
transitioning
into the new role**

**Reenergizing
the RK
Culture**

**Getting a solid
return on the
recent
acquisition...
and the next one**

**Building a
Succession Plan
and Building our
Leadership
Bench**

**Leveraging the
ELVIS Software
Platform**

**Improving our
Board
Performance**



My Reasons for Hiring a Coach



A NEED FOR CANDID FEEDBACK TO
PRIORITIZE ISSUES AND IMPROVE
PERFORMANCE



A SOUNDING BOARD – OUTSIDE OF MY
STAFF AND PEER GROUP



ASSISTANCE MANAGING CHANGE



A SMOOTH CEO TRANSITION

one type **DOES NOT** fit all

- Therapist
- Behavior/Style Coach
- Spiritual Advisor
- Team Leadership Facilitator
- Life Coach
- Specific Skill Building/Performance Coach



- Business Coach



Organization
Development
& Design

Operational
and Process
Improvement

Team
Building

Financial
Management

Systems
Thinking

Deep Technical
Skills in your
Industry
Disciplines

Succession
Planning

Communications

Leadership
Development
Training

Performance
360° Feedback

Portfolio
Management

Measurement
& Assessment

Product
Innovation

Human
Resources,
Compensation,
& Recruiting

Board
Performance

Culture
Development

You don't have to
do everything
by yourself.

Strategic
Thinking

Change
Management

Business
Development

Merger &
Acquisition

The Coaching Process



8. Stage Ongoing Development
7. Document Progress
6. Feedback and Practice
5. Build a Development Plan
4. Analyze & Calibrate Results
3. Conduct an Assessment
2. Enter into a Contract
1. Review Organizational Needs

GrowthLines Coaching Program

GrowthLines, Inc.

- **12 Monthly Face-to-Face Meetings**
 - Stakeholder interviews, Team and BOD Observations
 - Feedback Sessions
 - Developmental Assignments
- **Interim Calls**
 - Assignment and progress reviews
- **As Needed:**
 - Education, Training and Reading Assignments
 - New Exposures and Experiences
 - Referrals to Specialty Expertise or Resources



Sample Summary Notes from a Coaching Session

New Message



To Sample Coaching Client

From Linda Petchenik <lindap@growthlines.com>

Cc Bcc

Subject RE: Coaching Session Notes

At this session, we reviewed feedback from the Board of Directors. The Board indicated that they would like you to take a fresh look at your service portfolio and determine the best opportunities for growth.

You have a Midyear Review scheduled with your COOs to discuss this issue. In preparation for that session, we will spend the next few months on Portfolio Management.

Your assignments for this month are:

- Map your current service portfolio against the *Adzizes Corporate Lifecycle* curve on the template I supplied
- Review the attached report on industry trends. Use this information to validate your Service Portfolio Map.
- Read the *Charles Handy* article and brainstorm ways you might be able to reinvent one MATURE service line.

Lastly, read my draft for your Midyear CEO Update and see if it captures your key messages and reads in your voice.

What does coaching cost?



On-site Support

\$25k -
\$150k/yr



Virtual Support

\$100 -
\$500/hr.



D.I.Y

Free -
\$500



What did I accomplish with the help of my Coach?

- **Effective CEO Transition**
- **Enhanced differentiation and improved win rate**
- **Upgraded Board Governance and added 2 Independent Directors**
- **Effective integration of the acquisition and a platform for additional acquisitions**
- **Revitalizing our culture by flooding the firm with Communication, Development Opportunities, and Feedback**

QUESTIONS?

