



5 REASONS WHY YOU HIRE AN EXECUTIVE COACH

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If this past pandemic year has taught us anything, it's that control is not a given. The uncertainty of the year certainly upheaved the workplace, but this has also been true consistently before the pandemic. As professionals, we must learn to consistently assess, release, and relearn. An intuitive, skilled executive coach will help guide you through this process. With a coach: as you face the many challenges that come your way, you feel more empowered to take the challenges as a positive tool for growth, rather than a hindrance. You gain insight, open yourself up to business revelations, and unlock the key to a world of success.

If you're looking for ways to increase productivity not only in yourself but also with your team, you're on the right track. Here are 5 reasons why you should hire an executive coach.

1. **Broaden Your Awareness:** Having somebody with an array of diverse experiences only helps expand your own awareness about yourself, your team, and your competitors. Nobody expands in a bubble, and nobody learns in a vacuum. We learn through an exchange of knowledge dependent upon relationships. If you have noticed your sales stalling or your margins eroding, you can only do so much on your own. A successful business owner must possess the humility to ask for help and the passion to stretch beyond their limiting beliefs. An executive coach can help you take a hard look at the missing pieces and offer a game plan to fill those holes.
2. **Gain perspective:** To put it simply, everyone can benefit from an objective 3rd party. Your business partner, or key employee are only able to get you so far. It's difficult for them to be impartial, and adding this dimension to your relationship can cause unproductive tension. Because a coach isn't emotionally or financially tied to your business, they are able to offer more objective advice. They aren't within your organization, hence they aren't easily influenced by a history or emotions, so their sole objective (to see you succeed) is unhindered. Outside perspectives matter.
3. **Unparalleled Accountability:** Your advisory board and your support system are wonderful resources, but they are unable to offer the consistency that an executive coach can offer. We help you stay accountable to your strategically assigned goals. Stay accountable to yourself, and you stay accountable to the success of your business. It's easy to break promises to yourself but a good executive coach leaves no room for that.



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4. **Create forward motion:** An executive coach is extensively trained in specific areas that many business owners tend to lack knowledge in. Things could be going well for your business, but you acknowledge that you need to grow in areas that you aren't world-class in. Examples of needed growth consist of but are not limited to: leadership, negotiation, keynote speaking, and management. A good coach can give specialized, personal, and focused attention tailored to your needs.
5. **Provide a Sounding Board:** Sometimes as entrepreneurs or business owners, we just need to blow off some steam. For matters of internal strife, it can be hazardous to vent to employees or co-workers. Because an executive coach has no emotional investment in the matter they can serve as a solid backdrop of support. A good coach can help you re-focus and get you back to feeling grounded and ready for productivity. Even better, once that steam has been released, a coach can help you navigate to the root of the problem and help solve it to prevent similar future occurrences.

If you are ready to unlock the full potential, Executive Performance Institute for Coaching provides tailored individual and group executive coaching. Our coaching is unparalleled because we come to the table with an extensive knowledge and strategic background, but also an emotional intelligence catered to your needs. Your success is our success. We are committed to raising your bottom line, and creating leaders not managers.

Invest in yourself and invest in your business by working with E.P.I.C. We can't wait to take this journey with you. Learn more at <https://executiveperformanceinstituteforcoaching.com> or contact us at epiccoachinginstitute@gmail.com for a free, introductory meeting with us.



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