

An Open Letter to Your Board of Directors

Dear Board Member:

How coachable is your CEO?

Directors of the Board have two responsibilities: (1) defining strategic objectives, and (2) hiring and overseeing the executive who will lead the enterprise to revenues, profits and success. For Boards to function effectively, CEOs must be coachable. The CEO must accept the Board's direction regarding strategy and must be willing to be overseen by members of the Board throughout planning and execution. When a CEO is not coachable, Boards have two options. Train or replace.

Top 4 Signs a CEO is Not Coachable

"I don't need a coach."

"I won't have time for a coach."

"I wouldn't trust a coach with our company."

"I shouldn't need a coach."

When it comes to coach-ability, the two questions Boards need to be asking are:

1. *"Is our CEO doing everything possible to maximize results?"*
2. *"Is the company doing everything we can to encourage and support our CEO's personal development and satisfaction?"*

Top 4 Signs a CEO is Not Coachable

When you hear, ***“I don’t need a coach.”***

This statement signals fear and personal defensiveness. When these negative emotions and thoughts are present, leaders will often try to over-compensate in order to cover up these feels. When over-compensating gets in the way of results the bottom line suffers.

When you hear, ***“I won’t have time to be coached.”***

This statement suggests that working smarter isn’t a priority. Your CEO may have surrendered ownership of his/her time to others or to a sense of urgency and now is occupied by putting out one fire after another. When fatigued fire fighters finally run out of energy, they sideline themselves to sit and watch things burning down around them.

When you hear, ***“I wouldn’t trust a coach with our company.”***

This lack of trust and resistance to asking for help is like a contagious virus. It will infect your other employees and embed it’s self in the fabric of your company culture. And this sickness will drain productivity and results.

When you hear, ***“I shouldn’t need a coach.”***

Professional athletes know coaching is a requirement in order to obtain top-level results. In fact, at the highest levels of play even coaches have coaches. CEOs who deny themselves the tools they need to succeed are not smarter or more capable than their peers. They just take bigger risks with their companies and their reputations. This is why business leaders focus on mitigating risk.

When Results Depend on Personal Business Influence...

It’s time for a coach.

It's time to unleash soft power.

It’s time for Dr. Bagley.



949-929-6023

steve@drbagley.com