

5 COMMON MYTHS OF EXECUTIVE COACHING

- 1. EXECUTIVE COACHING IS ABOUT FIXING PROBLEMS:**
Executive coaching is about advancing visions, initiatives and agendas, as well as enhancing leader and leadership capacity. Tensions and problems exist. Always have and always will. The question is “how does fixing this problem or not fixing this problem advance or disrupt the vision or initiative?”
- 2. EXECUTIVE COACHING IS JUST FEEDBACK:**
Executive Coaching is about reflecting and acting on feedback. Also, executive coaching helps to glean insight, awareness and perspective around feedback in neutral and detached ways and in a particular context. Ultimately, executive coaching is about achieving results for leaders and their institutions.
- 3. SUCCESSFUL PEOPLE DON'T NEED COACHES:**
Executive coaching, at its best, is helping strong, effective leaders be stronger and more effective. Wise, secure and successful leaders invest in their ongoing learning, growth, capacity-building, and well-being. The very best leaders have executive coaches.
- 4. I DON'T HAVE TIME FOR EXECUTIVE COACHING:**
Executive coaching is rigorous and takes time and commitment, and it is customizable around a leader's schedule and demands. If a leader does not have time or is not committed to making time, then executive coaching is not for him/her. Leaders must ask themselves, “how is not investing in my leadership affecting or harming my institution?” This myth is really about a lack of commitment and confidence than it is about a lack of time. We make time for what matters most.
- 5. EXECUTIVE COACHING IS CAREER COACHING:**
Executive coaching is not career coaching. We partner with executives committed to investing in their leadership and their institutions. Academic Search Executive Coaching Practice is committed to strengthening partner institutions by optimizing and sustaining their senior leaders through executive coaching.