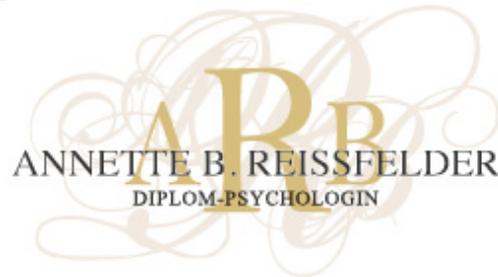


# AN EDGE FOR YOU



## A Personal Coach For Senior Managers and Business Owners – Why, and What For?

Dear Reader,

If you are a business owner or top manager toying with the idea of teaming up with an executive coach, but still have questions or doubts, you have come to the right place. Learn about what you stand to gain from a complex service that takes years to learn, and a lifetime to perfect!

The following pages are an excerpt of my 28-page ebook “The Proposition of Professional Coaching for Managers and Business Owners”.

While the ebook addresses all aspects of what you may wish to know about coaching and coaches, this first glimpse may be all you need.

For your convenience, I’ve boxed the most important information.

Here is what the full 28-page version covers in four parts:

**The Coaching Proposition:** (1) What goals, and whose goals (2) What to expect in a coaching programme, and (3) What an individual session might look like.

**Finding the Right Coach:** (1) The importance of personal fit (2) Could we be a good match? (3) Who I am, and how do I work?

**The Specifics:** (1) Cost, fee structure, and who should pay (2) Results (3) Coaches and coaching associations (4) Testimonials.

In the **Annex**, I am addressing a few deeper issues like the philosophical fundamentals of coaching, but also some myths about coaching and coaches.

To obtain the full version FREE, just email me at [Annette@an-edge-for-you.com](mailto:Annette@an-edge-for-you.com).

I wish you a pleasant read, and ultimately, an engaging and enriching experience with the coach of your choice.

Annette B. Reissfelder

Dipl.-Psych., Professional Accredited Coach (ČAKO)

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[To see my LinkedIn testimonials if we are not contacts yet](#)

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## Who Coaching Appeals To

Generally, people will only consider working with a coach in a special situation.

This might involve a higher-level job, a dilemma, difficult decisions, crossroads, and the resulting negative feelings. Some people however are able to anticipate such demanding or stressful situations and start working with a coach before they even occur.

In other cases, people require shortcuts so that they are sure to tackle a new challenge successfully – e.g. when experts are posted abroad and propelled into CFO or even CEO positions, without necessarily having a lot of management experience.

The number one precondition in working with top executives is that **they wish to convert the high level of stress they experience into eustress**, i.e. the kind that fuels and motivates them, rather than the kind that gives them stomach ulcers.

*“Something I don’t want to do without any more is a person with whom I can discuss all aspects of my professional life, without having to be afraid that she might use her knowledge politically within the organisation, pass on information, and /or give me unsolicited, unqualified advice. I want inspiring questions that encourage me to find new options in difficult decision-making situations, and rethink alternatives. This is a tough combination to find in one’s circle of friends, colleagues or family. My sessions with Annette help me time and again to position myself within the company, find new energy to tackle issues, and stay focused on the real priorities.”*

[For more testimonials, click here](#)



## The Three Target Groups For Executive Coaching

Coaching has gained momentum over the past 20 years, and will probably keep doing so: Well, when many people need to perform and be effective in complex and ever changing situations and under lots of pressure, sustainable ways of speeding up their learning curve have a high appeal. Coaching clients report that nothing supports people in bridging the gap between *knowing what to do* and *knowing how to do it* quite as effectively as working with their coach in the shortest time.

**This is very relevant for people who have to be careful to invest their energy into the right things, and stay in optimum condition.**

While every assignment is new and different, some typical perspectives and sample issues:

### **(1) Top management positions in a corporation**

The famous thin air at the top: top managers have great positions, impact and usually also compensation packages. But occasions where they can discuss their own matters openly, unfiltered and on par with someone without endangering their position are few and far between. Always being on

the alert, moving between power parties, interests and coalitions, i.e. acting smartly in the political arena in addition to excelling in their field, requires a lot of energy. It also makes the faculty to look at oneself and one’s own function from other people’s perspectives an absolute must. A good coach will prove an invaluable asset in helping to build this faculty.

I am a valuable partner for clients who want to look beyond their own nose and their positioning in the company. Often, I am the first person with whom they voice their deepest concerns and most fundamental goals (i.e. what they demand of themselves) - for capable people act out of an inner motivation and drive. The things that others admire and envy may still fall short of what they have to achieve in order to *feel* successful. Many people I work with think in systems and know that they can only realize their potential impact by not just influencing their teams, but by actively influencing complex contexts.

This is where partners become scarce: people with whom they can discuss concepts that really help them make a leap forward are hard to come by. That’s where a good coach comes in.

## (2) *Ambitious middle managers*

This is where the big numbers used to be in coaching:

While multinationals demand results within the shortest possible time, they are often willing to support their managers to take charge of a new role. Examples:

(1) Delegating a trusted expert professional to a foreign subsidiary, especially if his new role will be a managing one.

(2) Transitioning from line to project management: when having to lead differently wired individuals and experts, often updating one's management repertoire – fast – is the only effective solution.

(3) Disputed promotions: coaching can either help that person to master their new role, or to win the assurance and support of the relevant superiors even before they are promoted.

(4) Big-ticket jobs: when the manager's job is not just about excelling in their area of expertise, but also managing a complex context, and a cobweb of expectations. Here, the external perspective of a coach can make the crucial difference.

## (3) *Entrepreneurs/Comp owners*

This group is not easily inclined towards turning to others for help. They have had to master many challenges themselves, and did so successfully. Also, they are very concerned about their budget and will ponder a decision to work with any type of consultant carefully.

What is more, structures and processes in their companies are usually very straightforward, which also reduces the need for coaching

However, there *are* some recurring motives in my practice:

(1) The entrepreneur has health issues or faces family challenges, and understands they need to let go more. They know that they have to do some ground work before they can start delegating accountability and/or outsourcing. They have no time for trial-and-error.

(2) The owner starts noticing a lack of strategic and innovative goals, and derives no satisfaction from fine-tuning processes. They want a sparring partner for designing the company's future, and reenergize the team with fresh strategies.

(3) The entrepreneur is thinking about exit strategies. They understand that the company isn't of much value without them as long as they are at the heart of all processes. This creates the motivation to work on structures that would allow them to leave the company after a sell-out.

(4) The entrepreneur has brought his company into a partnership and realizes that they don't enjoy taking decisions with their peers, and see their engagement and commitment dropping. Despite good intentions, they keep falling back into old, now inappropriate or ineffective patterns.

(5) Succession: torn between their responsibility as entrepreneurs and parents, they are looking for the best solutions – from “bringing the children into management positions“ to “hiring professionals, family only in supervisory bodies“.

(6) Generational change: when two generations work together in the company, emancipating oneself from the role carried over from family life is a challenging task – but one that is necessary to tackle, for this can otherwise split the company into two camps.

## The most fundamental barrier for managers to working with a coach

In my experience, this is the number one barrier to coaching relationships – potential clients simply **cannot imagine that a conversation with somebody they have only just met can have such an impact.**

Many people don't have much experience with relationships that are at the same time **exploring, inspiring, challenging and supporting.** A paid consultant isn't necessarily where they expect to find that relationship of equals, where two highly skilled individuals are focusing on the goals and issues of one of them: the client. Let's look at how many coaches come across, and what their background is, to understand why sometimes, the alarm bells start ringing when manager meets coach.

The two most common types:

**The helper:** With their rhetoric around help, empathy and process, those coaches are just not cutting it with their target audience. Even if our managers would pay anything (well, figuratively speaking) for a truly stimulating, inspiring and resourceful conversation – they just can't imagine having such a conversation with those coaches.

**The know-all:** This is a different breed, dressed more like managers but often coming from a position of “I am 20 years more experienced than you” or “I might know better than you”, which again are messages that don't go down well with managers or especially business owners. Can't really blame them...

## FINDING THE RIGHT COACH – COULD WE BE A GOOD MATCH ?

You know that coaching is for people who want to take full ownership of their lives and decisions, and who are usually at some kind of crossroads or reflection point in their lives. They feel they have outgrown general models, and want to work by their own rules. They want to know what works for **THEM**. At some point, only an in-depth dialogue gives people truly new perspectives, and as a result allows them to attain their goals - quite differently than they might have expected. The coach's experience and their change management expertise are a combination that is difficult to beat in order to take full advantage of the resources, solution ideas and motivation the clients bring to the table. This, in a nutshell, is the proposition of coaching.

A coach is not just a process expert; first and foremost, (s)he is a human being. Coaches have bios and individual journeys of how they became a coach in the first place – for coaching typically is a second or even third career. I think this is even more important than the next point on the list: the *professional* background of your future coach. It may matter to you whether your coach has had a career in business, or comes from a teaching or adult education background. Personally, I don't think you need to know all the details about coaching schools, because at the level you are experiencing in a first meeting, they all do pretty similar things. What is dramatically different is the underlying belief systems about change that are the basis of these schools – and different belief systems will appeal to different people! Just like it takes two to tango, it takes two to coach. Let's assume you agree with the above. It becomes obvious from this definition that this is a type of conversation that you'd only like to enter into with the "right sort of person". **But who is the right sort of coach for you?**

I am passionate about helping top executives **reclaim energy and motivation**, find **new meaning** in the challenges they are facing, and **more choicest** in confusing, overwhelming or mission-critical situations - whether this relates to their management team, their positioning in an international context, or more personal matters. I have been doing this for nearly 15 years – first as a owner-manager in my own company, then 13 year as a full-time coach. Today, I am not only still passionate about being an inspiring thinking partner, but also pretty experienced.

Chances are working with me is likely to suit you when:

- you expect your coaching to be an inspiring and challenging experience that gives you tangible results;
- you want a coach who has an opinion when you are asking for one, but also gives you time to think;
- you need someone who is pragmatic, but also resourceful and inspirational;
- you value someone who has held management positions and/or has entrepreneurial experience;
- you need someone you'll still feel comfortable talking to when the going gets rough;
- you appreciate experience, creativity and a varied background;
- you want a well-rounded partner who is on a par with you.

## A FEW WORDS ON MY PROFESSIONAL BIO

Apart from being a certified professional coach, I graduated in psychology, studied economics and economic history, and owned a management consultant company with 25+ staff in the past. After completing a 5 and 2-year specific coaching training, I am still committed to my own ongoing education. This allows me to find resourceful solutions that inspire my clients, fit their personalities and contexts, and obviously, produce the desired results in a minimum of time.

My services range from coaching and consulting with top managers individually to working with top teams. I bring to the table high respect for my client's goals, a quick grasp of their personality and values, and sound knowledge about leadership, innovation, systems and change management, among other things.

I work in my native German, as well as near-native English and Czech, and am based in **Hamburg** and **Prague**.

**For further information** see my LinkedIn profile and especially my website [www.an-edge-for-you.com](http://www.an-edge-for-you.com). Feel free to contact me via email ([annette@an-edge-for-you.com](mailto:annette@an-edge-for-you.com)) or call me at +420 603 151 550 or +49 178 97 515 97 if you have specific question or want to set up a meeting. I'll usually get back to you by the next day.