



DO BUSINESS FASTER™

Jim's Profit Accelerator 249 Why the Best Players (and Leaders) Have Coaches

I'm blown away by the variety of lousy reasons why top leaders in vital firms avoid having a coach themselves. They may have a coach for one or two of their best reports, but somehow the need and benefits to having one themselves eludes them. The equation is simple:

SPEED BUMP: The best have coaches. They can afford just about anything.

Here are three reasons that the best leaders have their own coach:

- 1. They want to bring their best possible self to their game.** Many leaders say that they want to be good at their jobs. Many also assume that because their results are currently good it is to their credit. Repeated research shows that humans take personal credit for the good and point the finger at others for the falling short. Neither is the mark of a top leader, who always wants a realistic look at how they can help their team play better.
- 2. They want to understand themselves better.** This is more threatening and more powerful. The short answer is that all of us have a shadow self (as Jung said). That shadow is our parts that we want to hide, even though some are strengths that could impact results and people powerfully. We believe it's scary to look inside to see what's there because it can't be good. In fact, self-understanding brings a double blessing:
 - I can see my weak spots and learn to avoid them or delegate around them.
 - I can validate my strengths and find ways to use them to impact results and people powerfully.
- 3. They want to excel in leading people.** Just as players want to win, the best leaders want to excel in leading their people to excellent results. The fact that some successful leaders don't have a coach indicates nothing. The fact that the best ALL have coaches must mean something.

SPEED BUMP: It's a dangerous fantasy that you did this by yourself.

Folks who decide that they "can do it" are skating on thin ice. Eventually they'll fall through, and the water is cold (and deep!). It's no fun to work with a person who thinks they are the "whole deal," because there's no room for other people.

BONUS: Leaders make lousy coaches for their people, regardless of their personal talent. The power relationship discourages risky conversation, especially the necessary probing to

understand weakness. Leaders can coach some skills, but the vital behaviors that determine leadership success reveal themselves at the hand of an objective coach. Those vital behaviors range from patient listening to firm guidance. They are based upon the self-confidence that accompanies liking oneself.

SPEED BUMP: If you think coaching is woo-woo, how do you explain football coaches?

ACCELERANT: Who's your coach?

For more information on how you can accelerate revenues and profits in your business, please call or email me.

A note on **SPEED BUMPS:** Use them to click quickly with an idea that can immediately be implemented in your life as a business leader. Think: "How can I use this today?" or "Who can use this?"

For more information, visit www.grewco.com.

Jim Grew, the Business Defogger and Accelerator, helps leaders discover hidden opportunities within their businesses and exploit them for dramatic results. Jim has led 9 businesses, worked in 31 companies at C-level, and is an expert in strategy and executive leadership. He presents regularly to industry groups, mentors business leaders, and shares insights in his Executive Letter (above). Jim holds BA and MBA degrees from Stanford University. In his new book, *The Other Side of Succession*, he shares how to plan for the future by growing your business now.

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