

Category

Consulting

Leadership Development & Executive Coaching Consulting Playbook

Delivering coaching engagements tied to observable behavior change and business outcomes, not just participant satisfaction

- Practitioner
- Intermediate
- Template Included

- Mithun A. Sridharan
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- 4 minute(s)

Overview

A framework for structuring leadership development and executive coaching engagements around specific, observable behavior goals connected to real business outcomes — rather than measuring success primarily through participant satisfaction and session completion.

Isn't executive coaching inherently subjective and hard to measure

against business outcomes? The coaching relationship itself is subjective, but this playbook's discipline is defining specific, observable leadership behaviors the engagement targets and connecting them explicitly to business outcomes the leader and their organization actually care about — making progress genuinely trackable.

Who should define the coaching engagement's target behaviors — the

coach, the leader, or the sponsoring organization? Ideally all three, aligned explicitly at the start — a coaching engagement where the leader's personal goals and the organization's business objectives were never reconciled often produces good individual experience with limited organizational impact.

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