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Executive Coaching in China Revisited

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Witness to Waves of Change



What Is the Soul of Coaching?



Gaps btw **Knowing** and **Doing**

Self-awareness

Empowerment

From Chinese Patient to Marathon Runner

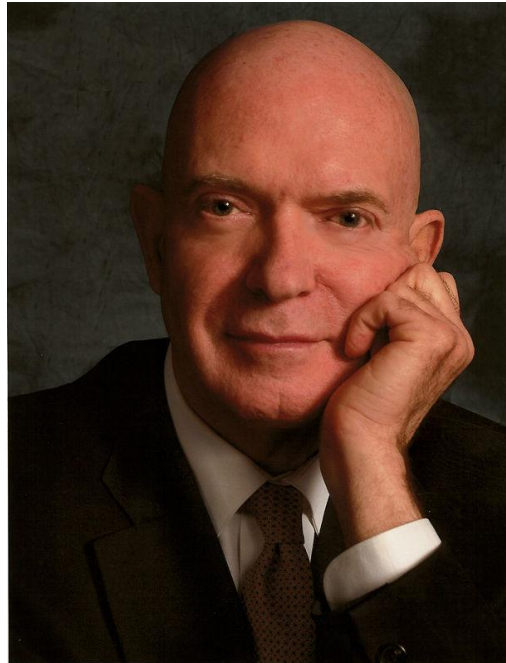


- Started running at 48
- Close to 6,000K in 3.5 years
- 10 marathons
- 90 half marathons
- Goal is 100 marathons before 65
- Standing for change

Transformation of Body and Mind



Becoming Better through Coaching



Power of Coaching Case in China

From...

Leading through Power

- Parental
- Telling
- Authoritative
- Submissive
- Top-down

To...

Leading through Influence

- Fact based stories
- Issues focused
- Facilitating
- Supporting
- Collaborative
- Partnership
- Influencing

Power of Coaching Case in China



- **SALES** grew > 5X to US\$1 billion
- Market share from #5 to #1
- Coverage grew > 7X from 28 cities to > 200
- **PROFITS** grew even faster
- **PEOPLE** grew 5X to > 6,000
- Single digit employee turnover while industry norm was 20%
- Zero employee turnover in Top 20 & Top Leaders

Stark Contrast



Executive Coaching Industry in China



- Less than 5% in China vs 70% in English-speaking countries
- Most CEOs don't really know much about it or buy into it
- Biggest customers are MNCs
- Industry will take off when Chinese companies embrace coaching
- We're here to promote leadership and executive coaching

Why Then Not Everyone Is Investing in Coaching



- Company doesn't value or care People Development
- CEO knows little about coaching
- CEO is short-term and reactive
- Company doesn't measure behavior
- Company culture is NOT progressive
- "I don't need it" psyche in executives

What Should We Do?



- Education of CEO and HR VP
- Orientation seminar to LT
- Start with the Waist
- Build coaching into leadership programs
- Use our Coach Pool Service for HIPOs To facilitate adoption
- Encourage sharing of success
- Set up meeting with your CEO

How to Lead into 2020?



How
More
Efficiently?

My Recommendation



Empowerment

Leadership

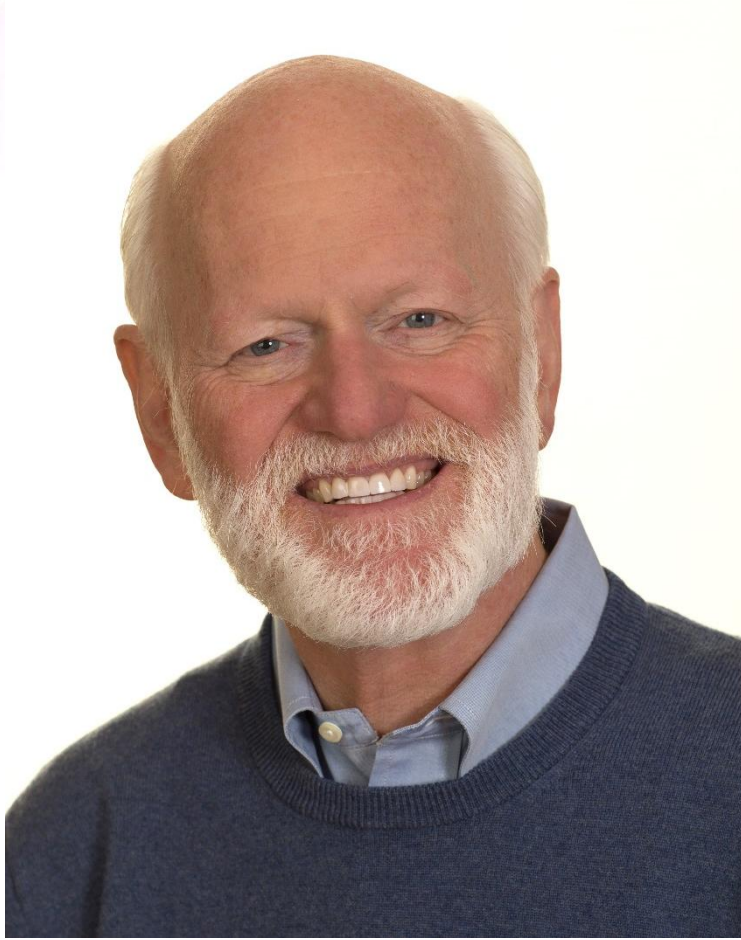
Executive Coaching

Learnings along the Way



- 1. Performance = Potential – Interference
- 2. Behavior Change Cycle: ARIA
- 3. Value of structure
- 4. What Got You Here Won't Get You There
- 5. Leadership is self-awareness

Thought Leadership Guru Will Return



- **Marshall Goldsmith: Thinkers50 #1 Thinker On Leadership**
- **#1 NYT Bestselling Author**
- **2-day *Coaching for Leadership Excellence (C4LE)* workshop in Shanghai**
- **November 9-10, 2018**
- **Chinese translation will be provided**

Staying Connected – Asking Us Questions



- All questions about Leadership and Executive Coaching will be attended
- Present your questions on Our WeChat space
- One of our coaches will Answer your question(s)
- We will get back to you