

# Executive Coaching

## The Business Case

### Key Objectives

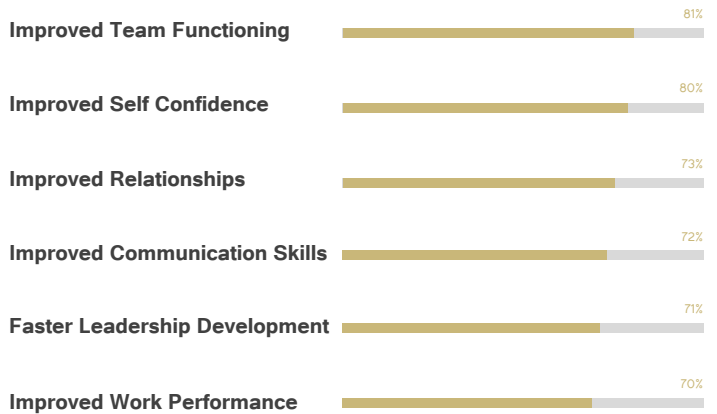
1. Support individualized learning and growth in key career, leadership, and business competencies that benefit the individual and the organization.
2. Cultivate a more strategic view, challenge assumptions, shift perspectives, and achieve rapid development.
3. Combine personalized development and ongoing accountability so that knowledge translates into new behavior.
4. Overcome challenges, implement changes, and facilitate learning that is most important to the individual and the organization.
5. Eliminate self-deception, or blind spots (what the individual can't, won't, or doesn't see), and create accountability for improvement.

### Industry Statistics

**570%**  
Median return on coaching investment

**96%**  
Of participants would repeat the process

### Achieved Benefits



Industry statistic sourced from 1) International Coaching Federation Global Coaching Client Study (2009) 2) Building a Coaching Culture by International Coaching Federation & Human Capital Institute (2014)

### Customer Feedback

100% of Bright Wire clients rate their satisfaction as very satisfied or extremely satisfied

"[My Coach] brings a lot of experience from the Corporate world and understands the dynamics in both large and small enterprises. She has a unique gift to help challenge perceptions and be a more effective communicator."

"I appreciate one-on-one attention to my personal situation, the commitment to help me progress and work through my particular goals, and the ability to organize specific deliverables."

"I can't believe the impact that working with my Coach has had for me. I feel like all of the things I work on are manageable and relevant, and they're producing huge results."

Email [info@brightwireleadership.com](mailto:info@brightwireleadership.com) to learn more today!