

Trends and Evidence

Burnout is reaching epidemic proportions.⁴⁷ More and more Australians are turning to life coaches to help them get through the day and give meaning to their busy lives. Life coaching has gone from being a marginal curiosity to a mainstream industry, turning over millions of dollars and influencing the most prestigious boardrooms in the country.⁴⁸

Coaches have become an accepted part of sport, a performance enhancement no athlete would dare go without. So wouldn't it make life much easier for executives if they could get similar one-on-one coaching in their lives and careers?⁴⁹ Life coaching, has become the secret weapon of executives desperate to maintain an edge over competitors. A recent TMP Worldwide survey of 8000 Australian employees, from a range of industries, indicated that demand for coaching services among respondents exceeded 74 percent.⁵⁰

Australia's corporate sector has embraced coaching - with anecdotal evidence that chief executives are asking for it as part of their packages.⁵¹ Dr Peter Cotton, a director of the Australian Psychological Society, says that 'good coaching can be very valuable', while Dr Anthony Grant, Department of Psychology, University of Sydney says that 'coaching can be a very powerful vehicle to create positive change in yourself and your business'.⁵² While the results are impressive, coaching is also part of a wider cultural trend.

John Rose, Sidney Myer Professor of Commerce and Business Administration at the Melbourne Business School notes that 'the growth of personal coaching reflects a shift away from analytical, quantitative business skills towards more personal, interpersonal and organisational skills'.⁵³

Why some companies grow from good to great

Rosabeth Moss Kanter of the Harvard Business School argues that 'the most fundamental task of leaders is to develop confidence in advance of victory, in order to attract the investments that make victory possible: money, talent, support, loyalty, attention, efforts, or people's best thinking'.⁵⁴ In turn our ability to lead people comes down to how well we know ourselves.⁵⁵

Leadership is about empathy. It is about having the ability to relate and to connect with people for the purpose of inspiring and empowering their lives. – Oprah Winfrey

⁴⁷ 'Light beyond the crash', *Sun Herald*, 06/10/2002, Sandra Deeble

⁴⁸ 'Going for goals', *The Age*, 25/06/2003, Peter Ellingsen

⁴⁹ 'Coaches in the game of life', *BRW*, 16/03/1998, Adele Ferguson

⁵⁰ 'Expert push', *Sydney Morning Herald*, 15/08/2001, Ben Wyld

⁵¹ 'Get with the strength', *The Age*, 24/09/2001, Elisabeth Tarica

⁵² 'Who's coaching the coach?', *Sydney Morning Herald*, 01/07/2000, Peter Vincent

⁵³ 'Someone to watch over you', *The Financial Review*, 09/10/2000, Mark Chipperfield

⁵⁴ 'Confidence Tricks', *The Australian Financial Review*, Mike Hanley, 14/10/2005

⁵⁵ 'Emotional Rescue', *The Sydney Morning Herald*, Pam Kershaw, 08/06/2004

Leadership lies at the core of the transition of companies from the Information Age to the Conceptual Age. So, If you want to be a great company today and for the future you have to be a 'good' company.⁵⁶ A 'good' company is one which inspires, empowers and channels the energy of its quality staff in a positive direction. Jeff Immelt, CEO of GE, suggests that the biggest driver of corporate reform now is the desire of companies to attract people who seek meaning as well as money from their work.⁵⁷

Gregg Easterbrook, an American journalist who has written insightfully on this topic, puts it more boldly : 'a transition from material want to meaning want is in progress on an historically unprecedented scale – involving hundreds of millions of people – and may eventually be recognised as the principal cultural development of our age.'⁵⁸ It is important for companies that want to be at the commercial forefront of this development to be continuously evolving, adapting and training its staff to support the achievement of the goals of the organisation.

In this sense, corporate trainings that focus on advanced communication may hold the key to gaining the leading-edge in corporate reform. Michael Cox and Richard Alm of the Federal Reserve Bank have examined ten years of employment data in the US and discovered that the greatest gains have been in jobs that require 'people skills and emotional intelligence' and 'imagination and creativity'.⁵⁹

'Society needs all kinds of skill that are not just cognitive; they're emotional, they're affectional'⁶⁰ - Alvin Toffler, Futurist and Corporate Revolution Strategist

Similarly, Frank Levy of the Massachusetts Institute of Technology and Richard Murnane of Harvard University in *The New Division of Labour: how computers are creating the next job market* note that the arrival of PCs and automation of business processes have heightened the value of two categories of human skills : the first is what they call the 'expert thinking – solving new problems for which there are no routine solutions' and 'complex communication – persuading, explaining, and in other ways conveying a particular interpretation of information'.⁶¹

Economists Cook, in *The Winner-Take-All Society* Robert Frank and Philip, argue that in the global village winners do incredibly well, those with marginally inferior skills will often do much less well, and those with few or no skills will do very poorly. Ian Mitroff, Professor at the University of Southern California's Marshall School of Business and Elisabeth Denton found in a A

⁵⁶ Jeff Immelt, General Electric's CEO, in Thomas Friedman, *The World is Flat: A Brief History of the 21st Century*

⁵⁷ Thomas Friedman, *The World is Flat: A Brief History of the 21st Century*

⁵⁸ Gregg Easterbrook, *The Progress Paradox: How Life Gets Better While People Feel Worse*

⁵⁹ Daniel Pink, *A Whole New Mind: Moving from the Information Age to the Conceptual Age*

⁶⁰ Alvin Toffler, *The Third Wave*

⁶¹ Frank Levy of the Massachusetts Institute of Technology and Richard Murnane of Harvard University in *The New Division of Labour: how computers are creating the next job market*

Spiritual Audit of Corporate America that companies that acknowledged spiritual values and aligned them with company goals outperformed those that did not.

Executive Coaching provides the means by which you can influence exactly the outcome you would like to achieve in any communication. It is the most important synthesis of knowledge about human communications to emerge since the 1960s. The reason the methodology is so ground-breaking is that it distils, deconstructs and demystifies the essence of master communicators throughout history and presents it in a comprehensible curriculum. This allows companies who choose to be initiated in the methodology to be at the forefront of company growth, success and positive cultural change in the 21st century. As an executive your fulfilment depends on top-notch advice, support and project management. With Thinqe™ you will guarantee yourself access to the pre-eminent executive coaches in the business. This will allow you to be who you have always wanted to be, do what you have always wanted to do, and have what you have always wanted to have.