

# Coaching

## Executive

### Coaching and Mentoring

## X-Stream

LEAN is a Service-Disabled Veteran-Owned Small Business that has provided Executive Coaching, Mentoring, and Leadership Training to Government Organizations, Fortune 50 Corporations, and Small Business Leaders who have a desire to become the Best-of-the-Best. Each of our Executive Coaches and Mentors has a minimum of 25 years of experience working with and for Industry and Government in many different capacities. Each of them has also been a Leader or an Executive responsible for a major program or business area of responsibility. We believe this experience is critical in establishing the credibility needed to ensure that we have not “just read the book” or just teach the theory. We understand both the theory and the practical application of the tools and techniques because we have used them in our own careers and know first-hand what works and what does not. Each of our Executive Coaches has his or her own area of expertise. Only someone who has actually been in a position of Leadership can truly understand the requirements and the stresses inherent in the job and fully understand what an individual must be able to do to be successful in that role. Just as you would not want someone who has only read about football coaching a Super Bowl team, you do not want someone who has only taken classes and learned the “theory” working with a World Class Leadership team. Our approach is to tailor a program that provides exactly what you and your leadership team need in order to be successful. We do this by learning as much about you and your organization as we can in order to fully understand what you need. This allows us to choose the right methods and techniques to ensure we provide you with a more confident, capable, and effective Leader. This is an area where one-size-fits-all definitely does not apply!

## Our

### Philosophy

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LEAN firmly believes that True Leadership is the Use of Influence in the Absence of Authority©. Anyone can command action from those over whom they exercise authority or dominance. That is not leadership but simple compliance by intimidation. The higher you rise in an organization, the more your success depends upon people outside of your immediate control and authority. True leadership is the ability to engage others over whom you exert no authority and convince them that a course of action or a decision is beneficial for them AND the organization because of your ability to create a win-win situation for all parties concerned. Dominance is relatively easy to obtain within an organization yet incredibly short-term in its effect and is very unsustainable. Influence (not to be confused with manipulation which is harmful to both parties) is a very powerful skill that can be learned and utilized to benefit the organization and the individual

to achieve high levels of performance and results.

At

X-Stream

LEAN, the Executive Coaching and Mentoring approach is an interpersonal process that works very closely with an individual or with groups to facilitate positive change in behavior and develops new skills that enable the individual or the groups to achieve greater success and achievement than would be possible on their own. The difference in Coaching and Mentoring is that Coaching is very focused on changing a specific behavior or developing a very specific set of new skills. Mentoring is a long term relationship where a broader set of skills or objectives is desired and the Mentee draws on the skill and experience of the Mentor to help him or her learn more complex behaviors or to develop a more strategic approach. Mentoring is a very powerful approach that, together with the right relationship, can help the Mentee achieve new levels of confidence and performance capabilities. The Mentoring role is typically developed as a result of successful coaching or to learn things that the Mentor can teach by example or by closely working with the Mentee over a period of months or years. This is typically a "Trusted Advisor" type of role.

Why

Do I Need a Coach?

There are two major reasons to enter into an effective Executive Coaching relationship: to develop new skills and abilities or to help the Leader

/ Client overcome difficult or problematic behaviors or habits. X-Stream

LEAN has learned that the reason people act the way that they do is to satisfy specific needs they feel are important. There are times in the work place where a specific behavior used to satisfy their need can be inappropriate or even destructive to the organization and the individual. This is typically the worst case scenario. But all behavior is based on a simple model that is easy to understand. A Need of the individual causes a Behavior used by the individual that results in either Satisfaction or Reward. This can be expressed as  $N > B > R$ . We need to remember that a person's behavior is not random or isolated. It is typically purposeful and directed towards the goal of achieving the specific reward or satisfaction that the individual finds important or desirable. The role of the Executive Coach is to help the Leader / Client realize that by changing their approach or their behavior they can be more effective and can achieve even more satisfaction, gain greater results, and achieve even greater success. Helping the Leader to change the way they think and act on the job is the main focus of a Coaching and/or Mentoring relationship.

Coaching is essentially a problem solving process that focuses on improving the Leader's / Client's ability to lead their organizations and work with others. We accomplish this by:

- A: Rapidly identifying improvement needs and development areas
- B: Working with the Leader to establish their goals and objectives
- C: Developing an effective action plan to change the behaviors or develop the skill sets required
- D: Monitoring the Leader's / Client's performance over a period of time and working with them to establish positive behavior or to be able to successfully demonstration new skills
- E: Developing a strategy with the Leader / Client to sustain this positive change over the long-term by replacing old habits with new habits.

Why should your organization choose X-Stream LEAN to work with your Leadership Team??

- A. We provide significant experience in coaching and developing Industry and Governmental Leaders by combining practical expertise with an effective method of knowledge transfer to your Key Leadership.
- B. We deliver much more than just theoretical advice and information. We establish the long-term benefit coupled with practical examples of real-world situations and scenarios. We utilize a wide range of techniques and methods tailored for each individual and their learning style and we offer long-term coaching and mentoring support for your Leadership.
- C. Our Leadership Development training courses for groups and teams are practical, relevant, unique, and usable

the minute your Leaders return to their workplace.

D. Our experience with training and developing High Performance Work Teams (such as Navy Seals, Delta Force, Special Forces, SAS, Army Rangers, Green Beret, etc) allows us to energize your leadership team, motivate them to set higher standards, and provide them with the skills and knowledge required to produce world-class leadership in the workplace.

E. The world is overrun with “managers” who are trained and expected to maintain the “Status Quo”. This is not a bad thing - we need managers. Yet the world is critically short of true Leaders. True leadership is not “born” or inherited, it is learned, developed, and people who are serious about becoming truly effective leaders are constantly growing and improving. We can help you significantly increase your leadership potential and your leadership skills in influencing others.