

*“The journey toward enlightened leadership is far from straightforward, it is challenging, and it takes time.*”

Coaching leads us inexorably to leadership for four principal reasons:

- **Successful leaders of the future will have to lead in a coaching style rather than command and control.**

Staff retention, especially that of the best staff, is a vital issue and expectations about the way people are treated are rising fast. Prescription, instruction, autocracy, and hierarchy are losing traction and acceptability. Good people want more choice, more responsibility, and more fun in their lives, and that includes the workplace.

- **Management and leadership style determines the performance of staff and a coaching approach delivers the highest performance.**

What business would not like better performance? This is widely accepted intellectually in organisations, both in the public and the private sector, but they still struggle to embed and embody the behaviours they advocate. In many cases both leaders and followers collude to resist change even though that benefits neither.

- **As we help others to build their awareness, their responsibility, and consequently their self-belief, they lay the foundation stones of their own future leadership capability.**

Leaders by definition have to make choices and decisions daily and to do so effectively, they require these fundamental personal attributes. Coaching builds leaders, and there is a dearth of leadership today, in every sector, in every situation, and in every country.

- **The external context within which organisations operate is changing fast, due in large measure to circumstances outside the control of the company or even the country.**

Globalisation, instant communication, economic crises, corporate social responsibility, and huge environmental issues are a few obvious examples, and there are many more. Coping with these, along with the speed of change itself, demands new leadership qualities.”

Extract taken from 'Coaching for Performance' (4th ed.) © 2009 by John Whitmore; Nicholas Brealey Publishing.