

Our Unique Approach to Executive Coaching

When you get ill or don't feel right, you might seek the services of a Physician. In many cases, you would consult with a generalist as a starting point but in others, it's more obvious what ails you and you need a specialist. We think there are problems with the existing Executive Coaching industry. Over a hundred thousand organizations use executive coaches, some with great results and some with counter-productive outcomes. Too many times as well, executive coaches will suck money out of your business with their main added value being to ask basic questions on Why, How is it measured, What are you trying to accomplish etc. This may be needed by some, although, for others, quite honestly, there are apps for that which cost pennies on the dollar in comparison.



In small business, we think there is a better approach. We draw parallels to healthcare but also to the basic needs that small business leaders have. These include the need for temporary experience and expertise in specific areas, short term project management, sounding board, plan development, etc.. Our approach is to place you with the right person for your specific needs, which may be a generalist at first, but often is a specialist who can best complement your skill set and get the job done quickly to move you to a new performance level.

At **OptimizeHow**, we have our own stable of executive coaches with a huge range of industry, functional and technology experience, over a century's worth in some areas, as well as a secondary network to support your specialized needs.