

## [Leadership Coaching Is Big Business For Big Business](#)

It's unrealistic to believe that leadership coaching is only of value to poor-performing, unsuccessful business people. The Institute for Business Studies recently released a report that found that top Fortune 500 executives actively seek out opportunities to partake in leadership coaching. In addition, it was also found that even a short seminar that focuses on leadership coaching skills can result in one improving his/her business effectiveness rating by almost 50 percent.

What does it mean to go through leadership coaching? Leadership coaching is a system designed to help managers advance their knowledge of the industry they are in. A manager is paired up with a Fortune 500 CEO to learn the best practices available in a one-on-one setting, to help them advance from managers to high-ranking executives.

"Shadowing" is central to the training of a CEO using this method. The client learns by being with the teacher constantly during a 14-day period, observing the mentor perform the day-to-day tasks of running a corporation. Then, the client "stands in" for the teacher for one day, a performance that is subjected to an evaluation by a panel of big business experts. The critique is intense and lasts for three days. During this time, the expertise of the panel is shared with the client.

It may be hard to find time to fit room for an eighteen day workshop into the schedule of a business leader, fortunately there are other options. One option is to participate in a video leadership seminar. These seminars allow you to work at your own pace at times that are convenient to you. The learning materials include lectures by the top executives of elite companies. Supplemental materials are provided in the form of additional written exercises that broaden the learning experience. In short, the video leadership seminar is a perfect option for those with busy schedules.

A leadership camp may be a suitable option for businesspeople who don't want such a rigorous program of study. The camps are designed to provide leadership experience without the hassle of notetaking, studying, or reviewing in an environment that is entertaining for the whole family. Leadership camp students are actively engaged in doing, playing, and interacting. Some of the activities available at leadership camps are sports, games, simulation, volunteering in the community, and ropes courses.

There are now many options if you want to improve your leadership abilities. You can take training courses either in person, online, or by using videotapes; no matter which method you choose, both you and your company will surely benefit. In as little as a few weeks, your increased skills will have created benefits for your company greater than the cost of the training.

Leadership coaching is employed by even top-level executives of Fortune 500 companies. Even those top-tier big business CEOs can improve their Business Effectiveness Rating by as much as 45 percent after completing a short seminar. Whether you choose to complete traditional one-to-one training in the business environment, video seminars at home, or interactive training at leadership camp, you will quickly see valuable changes in the way that you live your life and in the way that your business succeeds. Within just a month or two, you will clearly see that your leadership training has paid for itself.

### About the Author

George Purdy is an acknowledged expert on [coaching](#). He wrote many articles and is a well-known public speaker on this subject. Look for other related resources on the next site [executive coaches](#).

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