

An Executive Coach won't "FIX" You – They Will Enable You to Be a Better Leader.

By: Reginald Winston, President & Founder of RJ Winston Consulting, Inc.

Many CEO's and executive leaders are hesitant to ask for development assistance (i.e., an Executive Coach) – primarily because most people equate the need for development as a weakness that needs fixing. The reality is career development is not a problem in need of "fixing" – it is an intelligent choice and a roadmap to future success.

Being a great leader does not just happen magically. Ask any great leader and they will tell you about the multiple mentors and coaches that have shaped their successful career paths. And they are the first to admit that identifying weakness and developing their skills was not a punitive event.

Jayson Demers (Founder & CEO of AudienceBloom) express it very well in his [article](#) featured on Entrepreneur.com: "How to Recognize Your Biggest Weaknesses as a Leader (and Why You Should)."

"...a good leader should be one who communicates effectively, has high emotional intelligence and is decisive. If you're missing even one of these traits, you'll be less effective, so it pays to balance your abilities by calling out and improving your areas of weakness."

As an Executive Leader, you owe it to the future success of your career and the teams who you lead to investigate how you can benefit from working with an Executive Coach.

About the Author: Reginald Winston, CEO and founder of RJ Winston Consulting, Inc. has 25+ years' experience in Organizational Development with a focus on Executive Coaching & Training, Team Building, Group Facilitation and Conflict Management. Before consulting, Mr. Winston held positions in numerous large organizations including Ameritech, SBC, Motorola, Advocate Health Care, Corning Consumer Products and the Federal Reserve. In addition, Mr. Winston's service in the US Marine Corps and assignments with the United States Department of State gives him a unique insight in the challenges management teams & leaders face in the expanding global world market. Mr. Winston has extensive experience in working with Hospital Administrators and Senior Medical staff (doctors, nurses and executive-level hospital administrators) in a wide variety of hospital settings and departments. Mr. Winston holds a Master of Science Degree in Organization Development (MSOD) from Loyola University, in Chicago, Illinois.