

## But I'm an Executive, I Don't Need Coaching!

By: Reginald Winston is CEO of R. J. Winston Consulting

Whether it's fear of success, fear of failure, or just hiding in that oh-too-comfortable safe zone, the resistance to improvement & growth is universal.

And Corporate America does a good job of training many to stay within the safety of their cubicle walls, never to venture beyond that which you know how to do well. We've also been accustomed to assuming that Executive Management is infallible, all-knowing, darn-near-perfect! After all, they earned the big, front office. They must be perfect, right? Suggesting that someone in a leadership position could benefit from improvement focused coaching could place the messenger in dangerous territory.

And many leaders push the 'my-way-or-the-highway' mantra in lieu of facing the brutal honesty that none of us (regardless of the size of our office or title) is ever finished. None of us is ever done learning. None of us is ever beyond improvement. And those destined to be true leaders are those who are willing to step outside of the comfort zone, embrace the unknown, and forever learn to improve.

***The most dangerous leadership myth is that leaders are born—that there is a genetic factor to leadership. That's nonsense; in fact, the opposite is true. Leaders are made rather than born.***  
—Warren Bennis

Have you participated in an Executive Coaching program? What was your most positive take-away or benefit?

**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.