

## Why Executive Coaching is a Critical Success Factor for Today's CEOs & Leaders

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

Why do CEOs & Executive Leaders need Executive Coaching? After all, generations of leaders before them managed just fine without help, right? In cold, hard English: The good ol' days are gone & the world has moved on. According to a very insightful article by Ray Williams (Wired for Success – [“Why Every CEO Needs a Coach”](#)):

*“Today’s president or CEO faces more pressures than ever. Business leaders are dealing with rapidly changing markets, technologies and workforces, increased financial and legal scrutiny . . . and more. Top executives who feel that they can handle it all by themselves are more likely to burn out, make poor decisions or make no decisions – potentially resulting in significant loss of opportunities, human resources and financial resources.”*

- In the past two decades, 30% of Fortune 500 CEOs have lasted less than 3 years.
- Top executive failure rates as high as 75% and rarely less than 30%.
- Chief executives now are lasting 7.6 years on a global average down from 9.5 years in 1995.
- According to the Harvard Business Review, 2 out of 5 new CEOs fail in their first 18 months on the job
- New Leaders have a 40% chance of demonstrating disappointing performance.
- 82% of newly appointed leaders derail because they fail to build partnerships with subordinates and peers.

(Source: Ray Williams; Wired for Success – “Why Every CEO Needs a Coach”, Psychology.com)

With these statistics of failure, why are so many leaders reluctant to engage an Executive Coach? The answer can vary. While many leaders have the competence, or knowledge, or experience to become a great leader, many struggle with their egos (fear of showing weakness) or a leadership style that is out of sync with the times. But such stark poor performance statistics of leaders who do not take advantage of & reap the benefits of an Executive Coach should be a wake-up call. How do you avoid this trap? Throw out the “always-did-it-this-way” mentality & find an Executive Coach TODAY!

**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.