

Executive Coaching



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TECHNOLOGY ADVISORS



Bill Bradford, DBA

Dr. Bradford has spent more than 30 years in the technology industry and is an experienced senior executive, consultant, entrepreneur, researcher, expert witness, executive coach, mentor, lecturer and keynote speaker, with a strong record of international management, merger integration, strategy, sales, marketing & business development leadership. He has demonstrated repeated success at transforming organizations through recruitment of high-performing management teams, leading complex cross-functional re-engineering initiatives, negotiating and resolving contracts, and developing/implementing sales and marketing processes and corporate strategies. He is acknowledged for his analytical capabilities, sound business judgment, ability to communicate at all levels in an organization, garnering buy-in on strategies and solutions, and establishing a high level of credibility with internal and external executive management.

Bill is a lifelong student of leadership and business performance, having conducted doctoral research in these areas. He is passionate about helping people realize their full potential in business and in life. He directs that energy into executive coaching and in working to develop high performance teams. He follows the International Coaching Federation model in his practice and has completed the required 120-hour coursework for ICF accreditation.

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Why Coaching?

Senior leaders face rapidly escalating complexity, uncertainty and volatility, and they must accelerate their development to handle today's business challenges. Such development has become a strategic priority for companies, as leadership effectiveness is a primary driver of business performance. Coaching is a proven approach to long term change, especially compared with traditional training. 40% of major corporations use coaching to develop high potential leaders, with numerous studies reporting ROI's of 500%.

What is Executive Coaching?

Executive coaching is a thought-provoking and creative process to inspire, maximize, and accelerate personal & professional development. Coaching helps leaders work through challenges, transforming learning into results, by freeing them from constraints in their thinking, fostering self-awareness, and creating new potential for leadership.

The executive coach is a partner that provides rigor and accountability to the development process, by using proven & pragmatic methods, and asking powerful questions to invite creative thinking. The coach offers precise and insightful feedback & reflections, ultimately helping the executive improve the way he or she "shows up" in their leadership role. Consciousness is the internal operating system of performance and a good coach meet leaders where they are at, and helps them to tap into their own wisdom.

What is the Coaching Process?

- Exploratory conversation to see if this is a fit.
- Assessments & initial fact finding dialog.
- Develop & agree on specific objective and coaching outcomes.
- Schedule regular coaching sessions & activities to integrate learning.
- Robust sessions to be conducted in person, by phone or by videoconference.
- Periodic review of progress against desired outcomes.
- Plan for on-going growth & development after the conclusion of the coaching period.

Is Coaching for me?

- I have a genuine desire to challenge myself, to learn & grow. I'm open to new ideas & experimenting with my development.
- I recognize that I have blind spots and could benefit from candid feedback. I am willing to seek support when needed.
- I am motivated by a large challenge or opportunity.
- The time is right for me to take this on now.
- I can commit myself to this as a priority for the next 6 months.