

PRESIDENT'S PAGE

Coaching Better Leaders



Within the learning and performance community, leadership development has been a foundational topic for many, many years. During these challenging times, leadership development has re-emerged as vitally important to the stability and success of organizations everywhere.

This has happened for two reasons: ethical lapses by leaders of some of the world's largest and best-known organizations and the need to develop succession plans for the next generation of leaders.

No matter what role you have in your organization—be it training director, HR manager, or line manager—you are probably involved with helping employees develop their leadership skills. A growing number of ASTD's senior-level members are taking their expertise one step further to become executive coaches helping business leaders reach their full potential.

Coaching has become an effective leadership development technique because many executive development programs, as good as they are, may miss an important element of personal development. A recent issue of *Business Week* describes how many CEOs turn to executive coaches to help them work through even the toughest personal and professional turmoil. Coaches can hold up an imaginary mirror in front of an executive, pointing out how his or her actions are working against high performance and why behavior changes are necessary.

Honest and objective feedback like that is not only useful for CEOs, but also for employees at all levels of an organization. Today's challenging business environment means that everyone must adapt to situations that are constantly changing. Intellectual capacity *and* emotional intelligence are critical skill sets that everyone in an organization must possess.

As learning and performance professionals, you know that developing the hard and soft skills of employees will lead to higher performance. And your expertise in coaching and leadership development will help employees reach their full potential and achieve organizational success.

A handwritten signature in black ink that reads "Ina Sung". The signature is fluid and cursive, with a long, sweeping tail on the letter "g".

President and CEO
ASTD