



With Your Host
Tom Floyd

SHOW HOST

Tom Floyd, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

GUEST BIOS

Marshall Goldsmith is Corporate America's preeminent executive coach, and is one of a select few consultants who have been asked to work with more than 80 CEO's in the world's top corporations. The American Management Association named Dr. Goldsmith as one of 50 great thinkers and leaders who have influenced the field of management over the past 80 years.

Agnes Mura is an Executive Coach. President of Agnes Mura, Inc., and is the current President of the International Consortium for Coaching in Organizations. A published author on coaching in the postmodern environment, she is also a regular guest lecturer on executive leadership at Pepperdine University.

Brian Underhill PhD is the Founder of CoachSource and the Alliance for Strategic Leadership, and is an industry-recognized expert in the design and management of worldwide executive coaching implementations. Brian is also the author of the upcoming book *Executive Coaching for Results: The Definitive Guide to Developing Organizational Leaders*

Ann Vanino is the owner of Moving Forward Coaching & Consulting, and is a business coach, author and consultant. Ann has written a local, weekly newspaper column, Coaching Corner which guides readers to a fulfilling life, and is also the author of the book, *Leadership on Trial: Lessons from The Apprentice*.

Coaching the C-Suite: Staying On Top

MONDAY SEPTEMBER 24TH, 2007
11AM PT (2 PM ET)

The challenges of maintaining a leadership position can be more challenging than earning the position in the first place.

More and more CEOs and other high-level executives are turning to executive coaches to keep their decision-making and leadership skills sharp and enable them to be successful in their roles as leaders.

This program discusses successes and failures, as well as the role coaching can play at both ends of the spectrum.

HIGHLIGHTS

In today's fast paced business world, C-level executives continue to face a variety of challenges, and are under more scrutiny than ever.

In its January/February 2007 issue, Chief Executive magazine highlights several challenges today's executives are facing, including the needs to interact with a wider range of audiences, tolerate intense pressure and scrutiny, champion ethics and integrity, and more.

Is the C-team using coaches to help tackle issues like these?

And are coaches able to help keep these executives at the top?

According to a Manchester Inc. study – they are. The study found companies are more likely to retain executives who have been coached.

Our guests discuss these topics and more, focusing on what it takes to stay on top.

Highlights of the show include:

- The impact of visibility and exposure on C-level behavior and performance.
- How self actualization contributes to C-level success.
- Why adaptability is such an important skill for executives.
- How to be a role model for change – and why publicly stating "I'm trying to improve" isn't a bad thing.
- The ROI companies are realizing in retaining coaches for executives.

For more information on **Insight on Coaching**, feel free to contact Tom directly at tfloyd@ieconsulting.biz

"MANY CEOs FALL INTO THE SUPERSTITION TRAP. "I BEHAVE THIS WAY, I AM SUCCESSFUL; THEREFORE, I MUST BE SUCCESSFUL BECAUSE I BEHAVE THIS WAY." THE REALITY IS, WE'RE ALL SUCCESSFUL, WE DO MANY THINGS RIGHT BUT WE ALSO DO SOME THINGS THAT ARE STUPID. IT'S PART OF BEING HUMAN."
MARSHALL GOLDSMITH

"I WORK WITH A NUMBER OF CEOs WHO BELIEVE LIFE IS A MARATHON, BUT AS COACHES WE WORK WITH THEM TO UNDERSTAND THAT EVEN MARATHON RUNNERS TRAIN IN SPRINTS, AND DON'T RUN MARATHONS ALL THE TIME. CEOs HAVE TO KNOW HOW TO PACE THEMSELVES AND THEIR ORGANIZATIONS."
AGNES MURA

"WHEN WE TALK TO ORGANIZATIONS ABOUT COACHING FOR THEIR CEOs, WE'RE INTERESTED IN FINDING OUT IF THE LEADER WANTS COACHING, IS WILLING TO RECEIVE FEEDBACK, AND IS WILLING TO LET PEOPLE KNOW WHAT THEY'RE TRYING TO WORK ON. IF THEY'RE NOT, WE DON'T WORK WITH THEM."
BRIAN UNDERHILL PHD

"THERE ARE A NUMBER OF LESSONS TO TAKE FROM THE APPRENTICE, LIKE HAVING A STRATEGY, THINKING OUTSIDE THE BOX, KNOWING THE GAME, ETC. BUT AN IMPORTANT LESSON THAT BECAME CLEAR TO ME WAS ALL OF THE CONTESTANTS HAD A DUAL PURPOSE. THEY HAD TO KNOW WHEN TO JOIN AND WHEN TO LEAD."
ANN VANINO

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