

Helping **CLIENTS** get “**UNSTUCK**”

PROVIDING THE FRAMEWORK FOR ADVANCEMENT

Dave Nye, ACC
Founder
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Business coaching is about helping executives and their team members become more effective, more productive and more contented. Or as David Nye says, it's about helping people get “unstuck.”

Nye is the co-founder of NyeCo, Inc, an international certified high-impact partner for organizations and companies that want to develop and implement sustainable solutions and strategies. “We work with a host of clients in fields ranging from high-tech to telecom to non-profit. Our vast experience in diverse environments is invaluable in that it allows us to look at different ways of doing things. We have a very good idea of what works,” Nye explained.

Working with a professional business coach has become increasingly popular. Harvard Business Review reports professional coaching is a \$1 billion a year industry. According to a 2009 study of the professional coaching industry by the Chartered Institute of Personnel Development, 90% of organizations surveyed used professional coaching services. Even through the economic downturn, 70% reported they increased or maintained their commitment to coaching.

Once regarded simply as a means to boost underperformance, professional coaching is widely used today in support of top producers and in grooming up-and-comers. Some 86% of companies surveyed by Right Management Consultants said they used coaching to hone skills of individual recognized as future leaders.

With that kind of explosive interest and industry growth, working with a professional is the essential path for companies..

Technically, anyone can call themselves a coach. Some “schools” offer credentials after just three hours of training. Some people simply read a book or watch a video and claim they are a coach. Hence, the quality of coaching greatly varies. “Look for a coach that has been accredited by the International Coach Federation (ICF) and is associated with reputable affiliations,” Nye shared.

An ICF certified professional coach, Nye approaches coaching and professional mentoring with the idea that the command of change comes from within. “A coach doesn't change a person. A coach fosters an environment that encourages change, brings out ideas, and provides the right tools and guidance that contribute to a person's own success,” Nye said.

The most successful clients are those who are motivated and committed. And the pay-offs are indeed astounding. According to a Manchester Consulting Group study of Fortune 100 executives, the Economic Times reports the return on investment from professional coaching is nearly six times the program costs. Additional benefits include a 77% improvement in relationships, 67% improvement in teamwork, 61% improvement in job satisfaction and 48% improvement in quality.

One of the most priceless aspects of working with a business coach is honesty and confidentiality. While it's difficult to get a truly objective answer from an individual about his/her own business and performance, a business coach provides a safe and ethical environment for the client to explore, discover and challenge. ■

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