

Ease and Do

A publication of E & D Associates©

Facilitating Success through Project Management and Business/Executive Coaching

Summer 2005

Volume 1, issue 2

Not of Mice and (Yes) Men

People often ask me, what is the coaching relationship like? I tell them that a coach is a business partner; that my goal is to facilitate business success.

In order to accomplish these goals I must: develop a trusting and collaborative relationship with my business partners and understand the challenges they are facing as well as the strategies they have developed to meet these challenges. My partners develop the strategies for success; they are very good at their task. My role is to aid in the transition from strategy to action. A strategic plan is of little value if it cannot be implemented effectively. Clarity of goals and process as well as persuasive and un-restricted communication is essential.

My business partners expect me to be candid and forthright. This is not a timid relationship; I do not play the role of the yes man nor am I a mouse. They expect my truth, nothing less. And that is precisely what they receive.

“My business partners expect me to be candid and forthright. This is not a timid relationship; I do not play the role of the yes man nor am I a mouse. They expect my truth, nothing less.”

My partners and I know that egos do not enhance our relationship or aid in achieving our collective goals.

People choose to partner with me because they acknowledge the need for greater clarity in delivering business solutions. They seek a supportive partner who shares in their quest for success; a partner who will challenge them to do their very best and will support them with integrity and conviction.



Surf's Up! Are You up for It?

I am a surfer; as a younger man I spent countless hours in the water, long hair trailing behind, deeply tanned and speaking a language that only my brethren might understand. It has been a few years since I straddled my board and paddled into the lineup but I will never lose the surfer spirit. Mastering the surf is akin to growing a business. Mother nature, like the business world, is formidable and unpredictable. We must forever be aware that success is rooted in our ability to work in harmony with our environment. As I paddled into my first wave I recall the power of the ocean around me. It was clear that it was not up to me to beat the ocean but to develop and maintain a healthy respect.

There have been times when the ocean nearly consumed me; the business world is no less unforgiving. It was that spirit that always drove my effort to succeed. And so with you, it is your spirit, your passion that breaths life into your business efforts and leads to your success.

The surf is up and the lineup awaits. So, what do you say? Are you ready to paddle out? I am; it just so happens I have a new pair of baggies to try out.

“Mastering the surf is akin to growing a business. Mother nature, like the business world, is formidable and unpredictable.”