



Intentional Leadership Coaching

“The leader’s challenge is not to choose between alternatives but to recognize that both imperatives must be addressed.”¹

Harvard Business Review echoes what Intentional Leadership Coaching has been saying all along: *you cannot effectively lead with either/or thinking; you also need to master **both/and**.*

Harvard and others state beautifully the need for this both/and thinking, and give starting points for how to think that way. But reading a how-to article is not the same as practicing doing. And an article rarely gets buy-in from the rest of the team.

We will help you take action to become a both/and leader with step-by-step, tailored coaching for you and your team.

A 2014 McKinsey article stated that one reason leadership development programs fail is because companies do not value the outputs that come from hypothetical projects. We ask participants to bring real goals and projects to the table when we coach, so that each person gets usable practice that translates smoothly into value back at the office.

It is easy to come to a training, be talked at, and then go home, one more training to-do checked off the list. Not with Intentional Leadership Coaching. In addition to asking for preparation, we also create space for hands-on participation and meaningful engagement. It might sound uncomfortably challenging, but consider this:

“Just as a coach would view an athlete’s muscle pain as a proper response to training, leaders who are stretching themselves should also feel some discomfort as they struggle to reach new levels of leadership performance.”²

Today’s solution often becomes tomorrow’s problem.

Intentional Leadership makes sustainable solutions possible.

¹ From “Both/And Leadership” by Wendy K. Smith, Marianne W. Lewis, and Michael L. Tushman

² From “Why leadership-development programs fail” by Pierre Gurdjian, Thomas Halbeisen, and Kevin Lane

