

LEADERSHIP COACHING AT BLUEPOINT

When Bluepoint coaches the individuals within your organization, the entire organization benefits through the achievement of measurable business results.

Following are the ten characteristics that make Bluepoint coaching distinctive:

1. **We focus on one thing and one thing only: helping you significantly accelerate your development as a leader.** We are not therapists, counselors or life coaches. We do not provide advice on personal relationships or balanced lives. We are neither sounding boards for the myriad of organizational problems nor scratching posts for complaints about your unappreciative boss. We are single-minded in helping you identify ways to increase your impact as a leader and taking action that will make this happen.
2. **We expect great things from you.** We are not here to help you craft a stunning slide deck, fine tune your personality or select your next power suit. You will not be coddled by our coaches. We will challenge you to engage in a rigorous process of honest self-assessment, deep personal exploration and highly-committed action planning and execution. We expect you to make a major shift in your performance as a leader and invest the time and effort required to do so.
3. **We only work with successful leaders.** If you are failing miserably as a leader, Bluepoint coaching is not for you. We do not do remedial coaching. That being said, we will encourage you to let go of those much-loved behaviors and attitudes that may have made you successful in the past but are likely holding you back from achieving your next chapter as a leader.
4. **We are your most ardent and fierce advocates.** Everything we do from confronting your assumptions to identifying your underused strengths is done in service of you and your career. We are unwavering in seeing your potential for extraordinary leadership even if sometimes you do not. We will confront you when you sell yourself short and will settle for nothing less than your very best as a leader.
5. **We insist that you always move forward.** Becoming a better leader is a difficult journey. You will experiment with new leadership concepts, test your values and reframe old relationships. You will certainly stumble along the way. Criticism, self-doubt and failure will haunt you but you will reflect, learn from the experience and keep moving forward.
6. **We tell you things others will not.** Without increased self-awareness, leaders cannot grow. Substantial, sustained development can occur only in an environment that is rich in feedback. This is pretty obvious. Here is the tough part: You are wrong! No matter how self-aware you think you are, your perception of your leadership impact is wrong...to some degree. We help you gain a fresh perspective by providing you with the sometimes-hard-to-hear, raw, unvarnished feedback that is nearly impossible to obtain from those with whom you work every day. While we use very potent 360 degree assessments and other forms of formal organization feedback, we are particularly generous with our personal reactions, feelings and critique.
7. **We are not easily impressed.** Save your time and energy for more fruitful pursuits. Don't bother trying to impress us with your strategic thinking, articulate speech, creative mind and personable nature. Those are all nice traits and abilities, however, we believe that leaders are measured by only one thing: their positive impact on their teams and organizations.

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[7. We are not easily impressed....continued]

Do others perform at a higher level because of you? Are they more aligned, engaged, committed and innovative? Do they produce more? Are they better leaders because of you? Show us a marked improvement in these things; then we will be impressed!

8. **We rarely provide advice or recommendations.**

Even though we are pretty smart, educated and experienced coaches, any advice or recommendations provided by us will pale in comparison to those generated by you. We believe that you are creative, resourceful and fully capable of finding the best step forward for you as a leader. We will walk with you, challenge you, encourage you, confront you, provoke you and affirm you throughout the process, always having great faith in your ability to chart your own future as a leader.

9. **We have no easy answers.** While we respect the vast amount of research and writing in the field of leadership, we are not going to refer you to a best-seller promoting this month's nifty, five-step leadership model that promises to turn you into a remarkable amalgam of Gandhi, Martin Luther King, Jack Welsh and Mother Teresa overnight. What we will do, however, is to continually ask you the four timeless questions that all leaders must confront:

- a. *Have I really earned the right to lead?*
- b. *Do I help others to perform at their best?*
- c. *Is my team extraordinarily innovative?*
- d. *Do I create alignment throughout my organization?*

10. **We have dangerous conversations in the crucible.** Most coaching programs offer you a safe environment in which you can freely and confidentially discuss a wide range of issues. On the other hand, Bluepoint coaching sessions are distinctly "unsafe" and, in fact, are quite dangerous. Not dangerous because you are at risk of being hurt but, rather, because these are crucibles in which unimportant issues are quickly burned away and full attention given to those that are most important to your success as a leader. It is in these crucible conversations that leadership passions are renewed, failures are forgiven, legacies are planned, relationships are reframed and careers are redirected.