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for serious learning*

...to assist workshop attendees, coaches and session administrators in the post-session individualized coaching process.



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COACHING

The Invisible Hand of Personal Success

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by **Bill Petrarca, Strathman Associates**

The economist Adam Smith, in his historic work "The Wealth of Nations" (1776), coined the term "the invisible hand" to describe the self-regulating nature of the marketplace. I can't think of a better term to describe the role a personal coach can play in the success of an aspiring C-Suite executive.

A recent coaching engagement for a coach at our firm (Strathman Associates, Inc.) involved a client in a large multi-national corporation who was seeking guidance to improve his effectiveness not only in his current position, but to be considered a viable candidate for a corporate C-Suite position.

Through months of confidential one-on-one coaching, the application of the Social Style Model with Versatility, goal-based development, interactive journaling and "asynchronous" coaching, this client experienced both a personal and professional transformation. Last month, he was offered the C-Suite position.

The coach was indeed "the invisible hand" in this person's career success, as is often the case. Paraphrasing another of Smith's works, "the invisible hand" of coaching can be the most effective means for promoting happiness and success.

The coach was able to take advantage of *onCoach* an internet-based service to reinforce coaching goals established in the one-on-one coaching sessions and to follow-up those sessions with daily journaling capabilities, asynchronous feedback (outside of the corporate email system), online resources and support "wizards." Adam Smith, were he alive today, might have called it "the mouse for the invisible hand."

Bill Petrarca is co-founder of Strathman Associates, Inc., a TRACOM Associate. Visit www.strathman.com or email bill@strathman.com for more information about onCoach.

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"...training, when augmented with coaching, yielded productivity increases almost four times the level achieved by training alone..." Public Personnel Management, Winter, 1997