



# LEADERSHIP SKILLS CAN BE EASILY MANIFESTED THROUGH EXECUTIVE COACHING

By Vandana Shah

**Retail Industry has grown phenomenally over a decade. The sector is contributing majorly in the country's GDP and in coming years it is yet to be seen reaching new scales. The potential of Retail Industry remained under covers for long till the key players took a big leap transforming it into one of the most paying as well as challenging job arena. Though the growth of Retail Sector is more prominent in metro cities, smaller cities and towns are also coming up with different developmental plans. These plans are giving new scope to retail sector to beam up with growth of these regions.**

**N**ow that retail industry has grown considerably and matured, it has tremendous pressure to sustain its growth and set world-class standards. Maintaining the growth and performance improvement require one to have leadership skills in them so as to take initiatives, make decisions and work under tremendous pressure . . .

Business and Leadership coaching can change one's mindset, attitude and develop skills which helps to overcome the daily work pressure. It can help in motivating top to lower management, widening their thinking horizons, assisting in building strategies, creating and ability to take risks, achieving the organisational goals and excelling as a professional as well as person. Executive Coaching has now come up as an industry and all other sectors are trying to obtain the maximum from this highly beneficial and growing industry. So, why should retail be behind?

**Executive Coaching in Retail sector**  
Since a retail leader or an employee is under high pressure, his behavior might not be what his customers/colleagues expect from him. Even being talented, people around might just not be happy with him and vice-versa. This could eventually hamper his growth, development and productivity.

The organisational growth may be suffering if the people in retail business are having issues with their seniors, subordinates or management. The manager may have communication issues and problems in involving others opinion while taking a decision. He may not be able to delegate work effectively etc. Any of such mentioned problems will automatically affect the growth of the company. In this scenario, getting the employees undergo business coaching will revive their motivation and they will perform better even under pressure. Retail is a dynamic sector it can be highly benefitted by Business Coaching.



## AIM OF RETAIL COACHING

- To enhance the abilities of staff in customer service and building customer loyalty
- To improve the abilities of staff focused on increasing sales
- Improvement in handling work pressure
- Improvement in maintaining professional and apt relations with colleagues and avoid conflicts etc.

## BELOW ARE FEW BENEFITS, THE COACHING PROMISES FOR THE RETAIL EMPLOYEES

- Increased productivity and thus, increased profits.
- Knowing about the positive side and improving the negative aspects.
- Taking initiative and implementing quick action plans.
- Get support and confidence to take decisions.
- Clarity of thoughts, beliefs for greater conviction
- Greater emotional strength and encouragement
- Enhanced analytical skill, ability to strategize
- Increased support for improving communications, delegation, team building etc.

## Executive Coaching: Need of the hour for Retail Industry

The tight competition and pressure that the retail organisations face these days brings in big challenges for the companies to survive, strategize and prove themselves. Such challenges bring in lot of stress not only for company's CEOs but executives at different levels. This high pressure acts the biggest hurdle in the fulfilling the deliverables within the deadline. This is when a coach, a mentor or a guide brings a difference. Business coaching plays a major role in preparing the professionals to change, transform and grow in ever-changing retail scenario.

It's a subject to ponder over how CEOs of retail organisation deal with tremendous pressure? What makes them strong and stable in tough times? How do they take final calls in case of any havoc? Well, they always have somebody to share, guide and confide the business events. One of the richest men in the world, Bill Gates too believes that everyone should have a coach. There are several big entrepreneurs who have coach to guide them. So, going for executive coaching helps to develop all necessary skills needed in retail segment. Executive Coaching can bring life in a dead working environment of retail sector.

## How Executive Coaching Works?

A unique approach is undertaken after considering the organizational as well as individual challenges to overcome and goals which is to be achieved. The approach is customized as per the need so that it acts as truly beneficial for the professional undergoing coaching journey. The aim of the coach is to see visible change in thinking, behavior, action and beliefs of the individual.

Coach works with coachee at subconscious level and asks logical left brain and creative right brain questions. Coach identifies the root-cause and negative beliefs that are the reasons for failure and shifts them to positive ones and thus enables and ensures 100 per cent positive move towards success. In course of fulfilling organisational/ professional goals, coaching also benefits employee at personal level. This together brings an overall change in the thought process of an individual.

Interestingly, this magical transformation cannot be only done by coaches who have extraordinary skills, but as a coach other coaches can be built. Yes, with unique training and development process, managers can become coaches who can coach many individual further. Once an individual receive the training, he/ she becomes a solution-base person and would no longer feel trapped in any sort of business problems. In fact, they take the charge and provide solutions for different problems arising in Retail Sector.

Executive Coaching can do wonders in retail as other sectors are getting benefitted by it. These days several companies are investing in mentorship programs and coaching so, their workforce can become asset to the company and they together can grow substantially. The employees undergoing this coaching get a new vision and don't feel they lack enthusiasm and motivation which are very important for working in retail sector. **R**

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