

Top-end Corporate Coaching and Mentoring Sees Surge

Australia is keeping abreast of the global trend for executives to engage with the very best executive coaches and business-mentors. Since February 2009 industry reports of increased demand for the best talent have been circulating. The top-end of the professional coach and mentor market is where the most activity is evident. Quality, deep experience, know-how and runs-on-the-board coaches and mentors are in demand.

Leading global business papers from the Wall Street Journal, Wharton Leadership Journal, Mannaz Leadership Newsletter and others are increasingly reporting examples of success and improvement by corporates accessing good coaching and mentoring.

'Our experience in Australia and Asia-Pac is that both external and in-house programs are on the increase.' said Michael Donovan co-CEO, ARG. *'We are seeing a heightened risk management approach by boards and ExCo teams to retention of key people, sustaining high motivation and seeking careful and well considered innovation and creativity to change business-models during the current difficult economic times.'*

ARG links to a number of global service providers to offer multi-national and national corporations access to proven coach and mentor talent the majority of which have solid corporate and broad industry backgrounds at senior executive and board level. ARG's Kylie Hammond observes that, *'In the current climate and to meet the fast response, well thought through business needs of our clients, the demands on our coach pool are high. Only the very best are being chosen and they have to deliver for the individual personal and corporate client like never before.'*

Hammond further explained that she is involved in implementing coaching programs that lift team spirit through interventions that foster ideas, improve customer service performance, change or modify managerial key performance indicators on team performance and seek to create better teaming organisational structures to incentivise performance and strengthen retention of the very best minds in the business. *'Without your best and brightest working in unison and enjoying their jobs even in the current hard job market you can lose valuable human assets. Shareholders are unsympathetic to the waste of key resources.'* Hammond concluded.

The pressure on business-mentors is even higher given their board and 'C' suite engagement. *'We are experiencing a response to initiatives from boards to actually budget for director access to education and experiential exchange.'* continues Donovan. *'Our business-mentors, who have been directors and senior executives in their own right, can be a real service to new directors and business leaders who are keen to learn how to better handle their responsibilities. Experience and know-how really counts in the current situation.'*

These sentiments are echoed in a recent edition of AICD Company Director magazine where CEO John H C Colvin wrote his CEO's Report on this very subject.

Directors are feeling obliged to get more involved in the businesses over which they formulate strategy but unless this is done in a proper mentoring framework this is often seen as meddling. *'If you want to have an increased presence then for heaven's sake use an approach that is clearly supportive, understood for what is being offered and structured for success.'* says Donovan, who is recognised as one of Australia's leading trainers of director and executive business-mentors.

ARG has alliances with leading Asian and UK based coach and mentor firms to expand its reach on behalf of clients needing to support ex-pats and local international senior executives. The professional coach and mentor pool accessible through ARG numbers over 100.

For further media comment please contact Kylie Hammond (0419 907 088) or Michael Donovan (0407 600 939) or on 1300 669 139



Phone: 1300 669 139 Direct: +61 2 9922 6175
Email: info@argroup.com.au Web: www.argroup.com.au

