

Business Culture Solutions, LLC

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Hiring a leadership coach can sometimes represent a more effective value for you than hiring an organizational consultant.

Differences between leadership coaching & organizational consulting.	
Coaching	Consultation
Newer approach, representing a different positioning by professional business helpers.	Traditional approach, used by large businesses historically, to employ the experts to come in and “do their thing.”
Relationship-based.	Project based.
Trust is in the relationship.	Trust is in the external expertise.
Focused on accountability of both parties. Mutual accountability.	Experts have ultimate accountability. The focus on consultant’s deliverables.
Questions-based.	Answers provided.
Teacher.	Doer.
Knowledge transfer.	Expertise is their value; they keep it.
Client does the work (not the coach).	Consultant does the work (not the client).
Client does homework; constantly involved.	Client involved with initial planning and final acceptance; otherwise little involvement.
Life-long learning by the client.	When consultant leaves, so does the expertise.
Generalized approach, marked by benchmarks and accountability over time.	The purpose is a specialized “quick fix”
Plan is driven by evolving client’s needs.	Plan is driven by the deliverable definition.
Solutions come from the client.	Solution comes from the consultant.
90 day plans.	Deliverable milestones.
Uses client’s team.	Uses consultant’s team.
Self-maintainable systems developed.	Maintenance contracts with consultant for additional deliverables.

Differences between leadership coaching & organizational consulting.

“Whole firm” solutions.	Project focused solutions.
Little or no industry knowledge required by coach.	Consultant must be an industry expert
Paid by the month, generally 6 months or longer.	Paid by the hour or project, for typically pre-defined, limited periods of time.
Less costly, even if typically for a longer period of time.	Expensive.
Accessible to leaders in small, mid-sized and large firms.	Accessible primarily to larger firms (due, primarily, to cost).

Without the level of personal accountability and support that leadership coaching offers, lasting change in and for you and your organization can be fleeting. All the “expert” strategies and methodologies in the world are ultimately useless if a business leader isn’t held accountable to understand, “own” and and take responsibility for what is happening, and unless also empowered to ensure the actual manifestation of those desired changes. While very few consultants will support and hold an owner or business leader accountable for achieving goals or results, an effective leadership coach will *always* hold his or her clients accountable -- and *support* them -- to ensure appropriate learning by the right persons at the right times.

Give us a call. We can answer your questions!

~Norman R. Jentner, Ph.D.



Member of the **denison** Consulting Network and of the American Psychological Association.

Save and earn more money working with what you already have -- your workplace culture!

www.BusinessCultureSolutions.com

Telephone: 330-472-2559

“We work with business leaders to turn so-called ‘people problems’ into *constructive* individual and business opportunities!”

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