




# Executive Coaching Approach

Since beginning his career in 1998, John Futterknecht has dedicated himself to helping leaders and their organizations realize their full potential and achieve real transformation. He has had the privilege to engage in one-on-one coaching with over 600 senior leaders across the globe, mostly ranging from C-Suite to Director Level. He has coached leaders across the functional spectrum, including finance, marketing, supply chain, R&D, IT, sales, digital and technology, legal, M&A, Strategy, and HR. In addition, John has extensive experience coaching leaders running businesses ranging in scope from leading divisions, countries, regions, and global sectors. John's 25 years of experience, continuous education, and, in particular what he has learned from his clients - have crafted his coaching approach.



## 1. Exploration through Deep Self-Reflection

John believes in beginning a coaching engagement with the leader's personal exploration through deep self-reflection. This experience helps them gain clarity of their personal ambitions and legacy goals, and how to align them with their core values and authentic leadership style. Together, they then merge this newfound understanding with the organization's feedback and desired leadership development areas to create an integrated plan that is personally inspiring, meaningful, and allows them to achieve their career objectives.

## 2. Cultivating the Right Mindsets and Advanced Skill Building

Once the congruent plan has been established, John and the leader begin focusing on how to bring this vision to life in a practical, behavioural, and observable way – while doing so WITHIN the complex reality of their current role and organization. This includes a comprehensive analysis and reality-based understanding of the organization's culture, dynamics, and success criteria. Based on these insights, John will help the leader delve into the mindsets that may need to evolve, equip them with the techniques to achieve these shifts sustainably, and teach them the advanced skills and strategies needed to be successful.

## 3. Committed to Supporting Leaders Every Step of the Way

John is deeply committed to helping leaders develop and successfully execute their personalized coaching plans. As part of the leader's coaching experience, John includes "pre-game" preparation for critical meetings, "just-in-time" coaching for tactical and motivational support, and providing guidance in challenging circumstances. John's experience has taught him that some of the most transformational coaching moments happen between the formally scheduled meetings and, therefore, is committed to making himself available and going the extra mile in whatever way possible to help achieve the most positive outcome.