

# PBC COACHING POWERED BY SCIENCE

## COUPLING ASSESSMENT WITH COACHING TO DRIVE DEVELOPMENT

The old rules for leadership don't apply to today's business landscape. Style, presence, and knowledge of the business aren't enough to compete in the face of an ever evolving landscape. To be effective, leaders need vision and direction. They need to demonstrate credibility and trustworthiness to stakeholders. They need to drive results while cultivating an engaging, inclusive organizational culture. They need to constantly build on their good reputation with strategic self-awareness and tactical behavioural change. In short, they need to be a work in progress.

## EXECUTIVE COACHING CAN PROVIDE A RANGE OF BENEFITS, INCLUDING:

1. Improved leadership skills: Executive coaching can help leaders develop their skills and abilities, including communication, decision-making, and conflict resolution.
2. Increased self-awareness: Coaching can help executives understand their strengths and weaknesses, and identify areas for improvement.
3. Enhanced job performance: Executive coaching can help leaders perform better in their current role and achieve their professional goals.
4. Better work-life balance: Coaching can help executives manage their time and responsibilities more effectively, leading to a better work-life balance.
5. Increased confidence: Executive coaching can help leaders build their confidence, which can improve their decision-making and their ability to lead others.
6. Better relationships with colleagues: Coaching can help executives build better relationships with their colleagues, which can improve teamwork and collaboration.

**“My coach had a very clear approach which allowed me to ‘come up with’ all the ideas for progress myself - which given my headstrong personality I would say is a key driver of the effectiveness. The ability to push me to identify what I need to do/change/articulate was very clear, and helped me to really increase my self-awareness”.**

## WHAT IS PBC'S APPROACH TO LEADERSHIP DEVELOPMENT AND COACHING?

Rather than using generic leadership frameworks, PBC uses structured, data and insights driven approaches to leadership coaching and development for individuals and teams to accelerate the development process. We recommend completing the Hogan Personality Suite and the Hogan 360-degree feedback assessment, as our research shows that the best way to measure and improve leadership effectiveness is through the combination of personality and 360 data in conjunction with Executive Coaching. The data insights from the Hogan assessments will form the foundation from which to create bespoke individual development plan for sustainable and future success in the business.



## COMBINING HOGAN AND 360 IN COACHING

Combining the Hogan Personality Inventory with the Hogan 360 in coaching can provide a comprehensive and multi-faceted view of an individual's strengths, weaknesses, and development needs.

1. **Personality Insights:** The Hogan Personality Inventory provides insights into an individual's underlying personality traits and characteristics, which can influence their behaviour and performance. This information can be used to understand why an individual may behave in certain ways, and what may be driving their attitudes and motivations.
2. **360-degree Feedback:** The Hogan 360 gathers feedback from multiple sources, including the individual's colleagues, subordinates, and superiors. This provides a comprehensive view of an individual's strengths, weaknesses, and areas for improvement, as seen from multiple perspectives.
3. **Combined Approach:** Combining the Hogan Personality Inventory with the Hogan 360 provides a comprehensive view of an individual's personality, behaviour, and performance. Assessments can help individuals gain greater self-awareness and

understand their motivations, values, and behaviour patterns. This can help coaches tailor their approach and provide more targeted and effective coaching.

4. **Actionable Insights:** The combination of Hogan Personality assessments and Hogan 360 feedback can provide actionable insights into an individual's development needs, which can be used to create a tailored coaching plan and track progress over time.
5. **Measure progress:** Assessments can be used to measure progress over time and track the individual's growth and development.

## WHO ARE PBC'S COACHES?

PBC attract and retain a group of highly professional, well-credentialed, experienced coaches, all are experts in the Hogan assessments, as well as in coaching and consulting at the senior management and executive levels. Together, coaches and leaders build a framework for success—not only for the leader but for the business.

In summary, combining the Hogan Personality Inventory with the Hogan 360 can provide a holistic and effective approach to executive coaching.

**“My coach provided real life solutions that I was able to implement easily. Didn't overwhelm me with lots of ideas/solutions.”**

**“My coach was insightful and drove the discussion to actionable plans for my professional and personal development.”**

**“My coach was passionate in his profession, and really helped me to recognise what you need to work on to change your current leadership skills for greater impact”**

**“My coach enhanced my levels of confidence in my leadership ability and my self-awareness has grown.”**

**For more information on how our coaching services can help you and your organisation, reach out to Leigh Wallace, Head of Coaching & Development at [lwallace@peterberry.com.au](mailto:lwallace@peterberry.com.au)**

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