



Fully Leveraging the Business Unit Leader Role

An Introduction

Organizations depend on their business unit leaders for strategy, direction, and bottom-line impact. Simply Life India's executive coaches work with the individuals in these roles—presidents, general managers, product line leaders—to foster insight and build the skills they need to deliver the performance and results their organizations demand.

Description

Few leaders are prepared for the multitude of challenges they face as business unit leaders. They must:

- Manage disparate functions
- Think holistically about the entire business
- Build a unified team out of a group of leaders—often with conflicting priorities
- Deal with an expanded network of internal and external stakeholders

Even seasoned business leaders have rarely developed the full set of capabilities they need to manage the constantly changing dynamics of their business. Through our research and experience, we have identified the most common challenges that new, struggling, stretched, and even experienced business leaders face in order to raise their game to perform at peak levels.

- **Leadership Agenda:** Prioritizing where to focus leadership attention, communications, and accountability for the greatest impact, both short-term and long-term
- **Business Agenda:** Developing a compelling vision and business strategy; thinking systematically to identify key levers and metrics for driving business growth, profitability, and innovation
- **Relationship Agenda:** Building a strong leadership team and sharing decision making; balancing often-opposing needs of a large number of diverse stakeholders
- **Personal Agenda:** Managing time, attention, and priorities; sustaining energy and motivation
- **Learning Agenda:** Fostering ongoing personal learning as well as learning in the organization

This fast-paced, high-impact coaching focuses on producing immediate results for leaders, based on their unique challenges and priorities.



How It Works

Coaching is customized to the leader's agenda and schedule. The following description provides a general overview, but any area can easily be adapted to meet individual needs.

- **Insight:** As partners in the development process, the coach, leader, and organizational sponsor determine the best way to gather the data needed to fully understand the leader's current effectiveness level.
- **Motivation:** The coach and the client pinpoint the areas for development that will have the greatest personal buy-in and quickest payback.
- **Capabilities:** Coaching focuses on strategizing how to handle specific situations directly related to key development and effectiveness priorities, building the skills to handle those situations, and enhancing the leader's ability to learn quickly and effectively.
- **Real-world Practice:** The skills and capabilities built are translated into specific action plans to create real-world results.
- **Accountability:** About four hours of coaching per month for six to eight months helps leader stay on track. In addition to the monthly face-to-face meetings, regular contact between sessions occurs to brainstorm new challenges, debrief action assignments, and identify potential obstacles to success. Organizational sponsors are provided with regular updates to ensure developmental support and recognition within the organization.

Best Suited For

- High potential leaders who are on the succession plan to eventually move into business unit leader roles
- Leaders promoted to the business unit leader role for the first time
- Current leaders struggling with the unique challenges of the business unit leader role
- Solid performers who are already business unit leaders but who need to take their performance to the next level

For more information on how we can help your company gain a leadership advantage, call your local Simply Life India office or visit www.Simplylifeindia.com.