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World Class Executive Coaching



An Overview on Executive Coaching

An Overview on Executive Coaching

An In-Depth View of How Executive Coaching Helps Corporations and Individuals Succeed

This overview of executive and corporate coaching is presented to Human Resources professionals, Talent Management specialists, Organization Development experts, Operations Managers and top Business Leaders, It is presented by Accomplish Lead Executive Coach; Osama Al-Mosa (PCC, DiSC, ORSC) who has extensive experience and expertise in the field of Corporate (Executive, Leadership, Business and Organization) Coaching.

With an effective Executive Coach, you can take your business and career to the next level or boost your performance. In this booklet, we will walk you through an in-depth overview of executive coaching services, what they are, and how they can be of help to you and your business. We will then discuss the concept of corporate coaching and its areas and dimensions, and we will finish with the best strategies for selecting the right executive coaching service provider for your needs.

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Introduction – About Accompleash

At Accompleash, we specialize in helping individuals and organizations in the Middle East region to realize their full potential to grow and succeed. As the leading and the first corporate coaching provider in Jordan with Internationally Certified coaches who are active members in the International Coach Federation (ICF), we offer unmatched executive and corporate coaching services for you and your business.

With our global business experience and the understanding of the Arab and Middle Eastern businesses and organizations' cultures, we have the knowledge and experience necessary to bring a superior level of coaching services to you and your organization. And, for our clients' convenience, the majority of our credentialed coaches have bilingual capabilities, making Accompleash the best choice for business, career and talent development in the Middle East.

Accompleash is a well-established firm, particularly oriented towards corporate, regional and local leading firms and well equipped to run both, one to one coaching and as well as conducting group and team coaching. Hence Accompleash is a pioneer coaching firm with qualified coaches in Organization Relationship and Systems Coaching/ ORSC).

Accompleash is a highly passionate firm with a history of commitment to Coaching, Mentoring, Training and Management Consulting services, having worked with a variety of clients covering the Middle East and Gulf Region, and relying on substantial capabilities in fields that are highly specialized (i.e. Coaching, Competency Evaluation and Assessment, Capacity Building, Training Leadership Development, Mentoring, Management, and the relevant Soft Skills Development).

Our Purpose

Our purpose is to coach and mentor executives, leaders, managers, organizations, businesses entrepreneurs, and talented individuals to unleash their full inner potential and accomplish their goals.

Using the scientific findings of the brain function and human interactions, and the finest coaching techniques used by the NeuroLeadership Group/ USA, we work to transform individuals, corporations, and organizations to improve performance, productivity, and communication to achieve concrete and tangible results.

Along with other proven coaching techniques, we also use the Co-Active coaching model and all of the latest organizational relationship and systems coaching methodologies. Through these techniques, tools, and models, our clients will reach their fullest potential by promoting self-awareness, connection, and improved relationships to help them take action, move in the right direction, and manifest their goals.

With our individual clients, we work to facilitate real, positive, and lasting change so that they will grow professionally and personally.

For our corporate and organizational clients, we focus on leadership development, conflict resolution, productivity, talent retention, and improved company culture and employee satisfaction, consequently for companies to gain highest return on investment (ROI) not only in subjective terms but in increasing their revenues too.





Our Vision

By using the latest, scientific based and most effective coaching methods and tools, we strive to be the most leading and most trusted partner for the Middle East's most ambitious organizations, entrepreneurs, and individual businessmen and women.

Our Mission

To realize our vision, we work to build intimate and trust worthy relationships with our clients so that we better understand their needs by gaining a deep understanding of their businesses and operations so that we can dig deep to make a real difference in their organizations and individual.

We offer world class one-on-one, group and team coaching services, and we scale our services to accommodate larger or smaller businesses with unique goals and challenges. Whether you are in need of short-term or long-term coaching for yourself or your organization, we encourage you to consider Accomplish for all of your corporate coaching needs so that you can achieve more for your business, your career, and your personal life.

Our Services

- Executive & Leadership Coaching
- Business Coaching
- Career Coaching
- Team & Relationship Systems Coaching
- Developing Organization Coaching Culture
- Coach Training Certification
- Mentor Coach Services

Chapter 1 - An Introduction to Executive Coaching

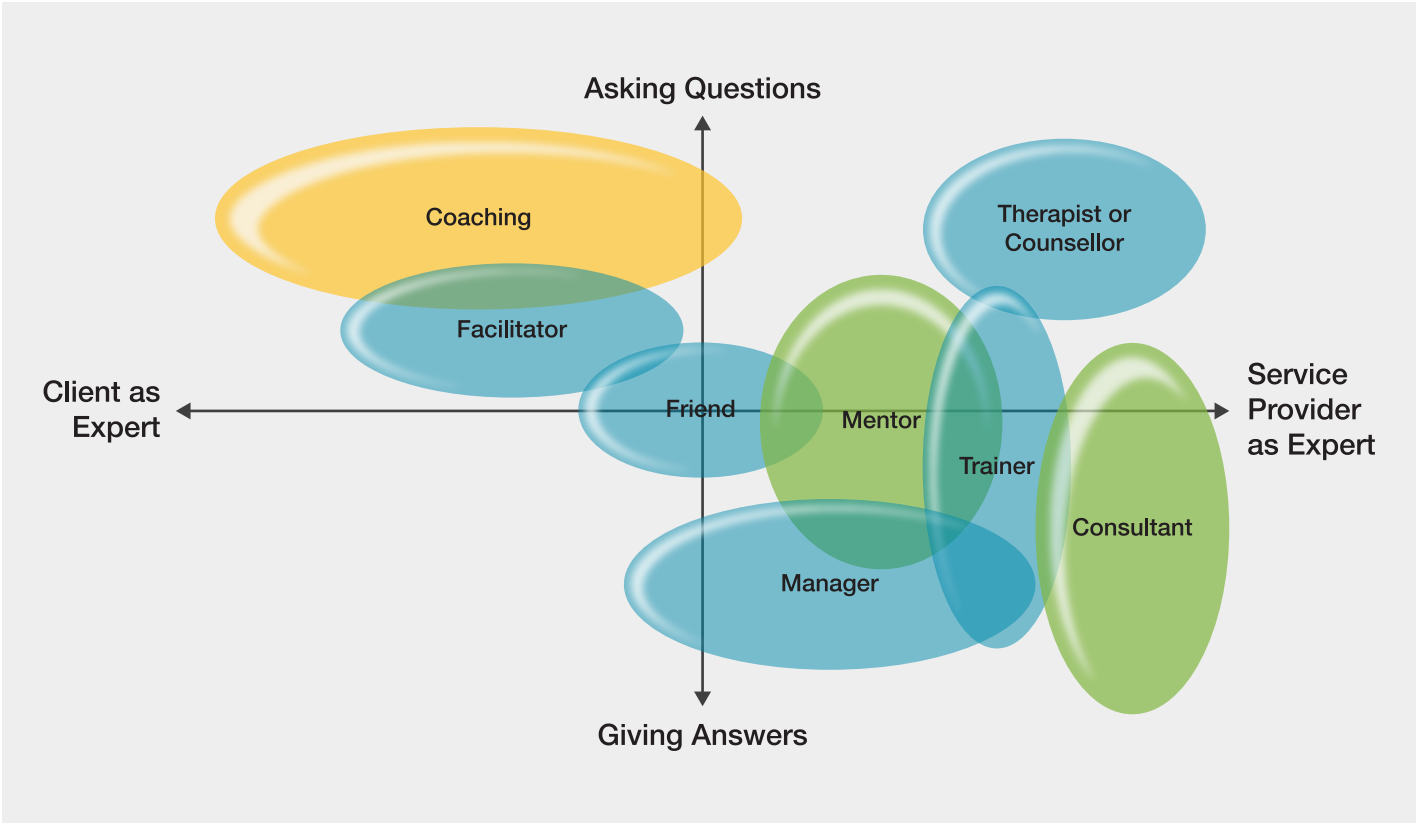
Throughout history, powerful men and women have relied on teams of advisors to assist them in making important decisions, learning and implementing the best communications tactics, and generally becoming better leaders and rulers. Coaching started historically for students and athletes, while more recently, starting in the early nineties of the last century it witnessed a revolutionary development as a scientifically evidenced and high-demand profession in the domain of learning and development that covers different personal and professional dimensions.

The International Coach Federation (ICF) defines coaching as “partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Coaches honor the client as the expert in his or her life and work and believe every client is creative, resourceful, and whole.” In other words, unlike training or consulting, coaching is much more client-driven. The process of coaching is non-judgmental and non-directive, creating the opportunity for the client to use their own creativity to identify and realize their goals. In this way, coaching is a revolutionary developmental science that – as it continues to show significant positive results – continues to grow and is in incredibly high demand.



The Four Basic Approaches to Coaching

Before we dive further into the concept of executive coaching and how it can help individuals and organizations succeed, let's first have a look at the bellow illustration which maps coaching in comparison to other interactive learning and development modalities.



The four basic approaches to coaching defined by center of creative leadership

1. Executive Leadership Coaching – Focused on individuals, executive leadership coaching works to strengthen an organization's key leaders and executives. This kind of coaching will help business' executives and senior managers develop leadership skills, improve their productivity, and inspire better work and more productivity from their employees.
2. Integrated Coaching – Generally paired with and/or integrated into a more general leadership development program, integrated coaching works to further improve productivity through more individualized and personalized coaching.
3. Organization Relationship Systems and Team Coaching – Dedicated to helping team members work together more effectively and smoothly, this approach to coaching is focused more on organizational development for both leaders and employees.
4. Cultivating a Coaching Culture – Once an organization's leaders see the benefits of coaching, they can begin to cultivate a coaching culture in their organization to encourage creativity and innovation, as well as more positive team development and individual growth within the organization.

Now, with a better understanding of coaching in general and how it helps individuals or organizations, let's move on to a more in-depth overview of executive coaching.





What Is Executive Coaching?

Executive coaching is an empowering assistive and facilitative process that allows high-power executives and high-potential employees in high-power positions to realize their full potential. In this process, the clients will work with a trained professional executive coach who will use specialized development tools, techniques, and skills to help the clients overcome obstacles and break through walls to achieve their goals, maximize their earning potential, and do more for their business.

Executive coaching is specifically tailored for executives and employees in management positions. With assistance from an executive coach, these clients can use their positions to improve company's culture, improve sales and customer experience, and to have an overall positive impact on the company as a whole. When you work with an executive coach, you will have the opportunity to steer your career and your business toward growth and success.

Although executive coaching can be used to solve a number of issues and assist with growth in various ways, it is not an open-ended, vague process. Every client is different, and a skilled executive coach will have a set of methodologies, specific tools and processes to create and customize a calculated program to help each client to achieve his/ her specified goals.

Executive coaching can be used on a professional and/or personal level. Professional executive coaching can include:

- Leadership competencies' development
- Career planning
- Field coaching
- Entrepreneurial development
- Evaluation and improvement of employees' competencies
- Improving Management, Sales and Marketing, Human Resources, and/or other relevant job related skills
- Behavioral transformation and change
- Change management
- Decision Making
- Team and organization culture enhancement
- Conflict resolution and systems relationship building
- Career transition

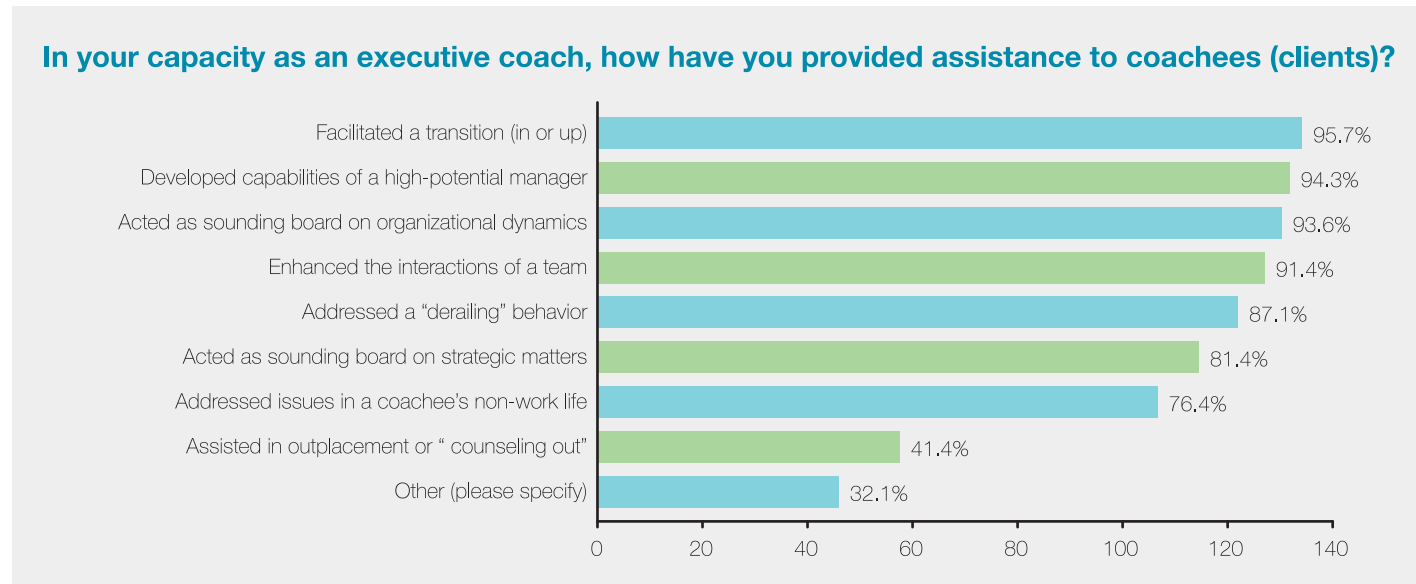
Executive and potential managers also seek out personal executive coaching services for a number of reasons. Some of these include but are not limited to:

- Improve relationships.
- Develop and implement a personal mission statement.
- Improve work-life balance.
- Facilitate problem solving and promote goal-oriented thinking.
- Improve time management and efficiency.
- Learn to live for a specific purpose.
- Learn to embrace change rather than fear it.
- Conquer self-doubts and negative thoughts.
- Maintain more energy and a more positive outlook.
- Build self-confidence, especially when making difficult decisions.
- Strengthen leadership skills.



We could go on and on, but these lists will give you a good idea of many of the reasons that people seek out executive coaches and the results they can expect to get when they hire a coach.

According to a Harvard Business Review Research report, “The Realities of Executive Coaching”, conducted in January 2009, coaches report that clients hire them for a number of reasons, including:



In many ways, executive coaches are much like life coaches (and can be hired for life coaching), but executive coaching goes beyond life coaching in that it is specifically designed to facilitate growth and improvement in corporate leaders, entrepreneurs, and other high-power executives and individuals.

Effectiveness of Executive Coaching

Clients who work with executive coaches can expect to receive a number of concrete benefits, including improvements in productivity, performance, priorities, and personal and professional awareness.

While different methods and tools for executive coaching may be implemented to achieve different goals, in general effective executive coaches will use their experience, education, and expertise to facilitate growth and change in a number of ways.



Improved Performance

If you are facing a challenging goal at work or in your personal life, you can benefit from working with an executive coach. The desire to see faster and more positive results is a great start, and with executive coaching, you will improve your performance to see those results and achieve your goals through better organization, improved perspective, and increased productivity.

An executive coach will help you to realize these changes by:

- Facilitating specific, concrete, and positive change to improve an individual or organization's performance.
- Enabling and assisting with personal and professional transformation to help the client in transitions for their career and/or role within their organization.
- Specifically addressing individual problems, challenges, and/or areas of concern that you may have.

Improved Priorities

If you feel as though your career is stagnating while your personal time is constantly eaten up by work, you could benefit from executive coaching. Executive coaches are masters at helping clients re-prioritize for a better work-life balance. Executive coaching can help you manage stress, work smarter instead of working harder, and create a balanced life that is more fulfilling while kicking your career into high gear.

To this end, an executive coach will help you and your organization create and maintain a corporate or organization culture that promotes and values creativity, innovation, and improvement.

Increased Professional and Personal Awareness

Do you often have trouble effectively expressing yourself to others? Is your style of communication abrasive, ineffective, or in other words not conducive to a positive work environment that fosters growth and creativity? An executive coach will help increase your awareness of yourself, your communication style, consequences of your actions, and other things you may be doing to stand in the way of your own success. An executive coach can help you with an honest and thorough self-evaluation to facilitate increased personal and professional awareness for positive change that will help you in and out of the office.

In doing this, your coach will help you build healthy and positive relationships with your team members to improve work flow and to further develop a positive environment so that you and your organization may grow to become more effective through awareness and self-reflection.

As you read, you might wonder about the concrete evidence for the effectiveness of coaching. Here, we refer to Koren/Ferry Institute research on the effectiveness of executive coaching, performed in 2009, which are referred to meta-analysis and showed the following:

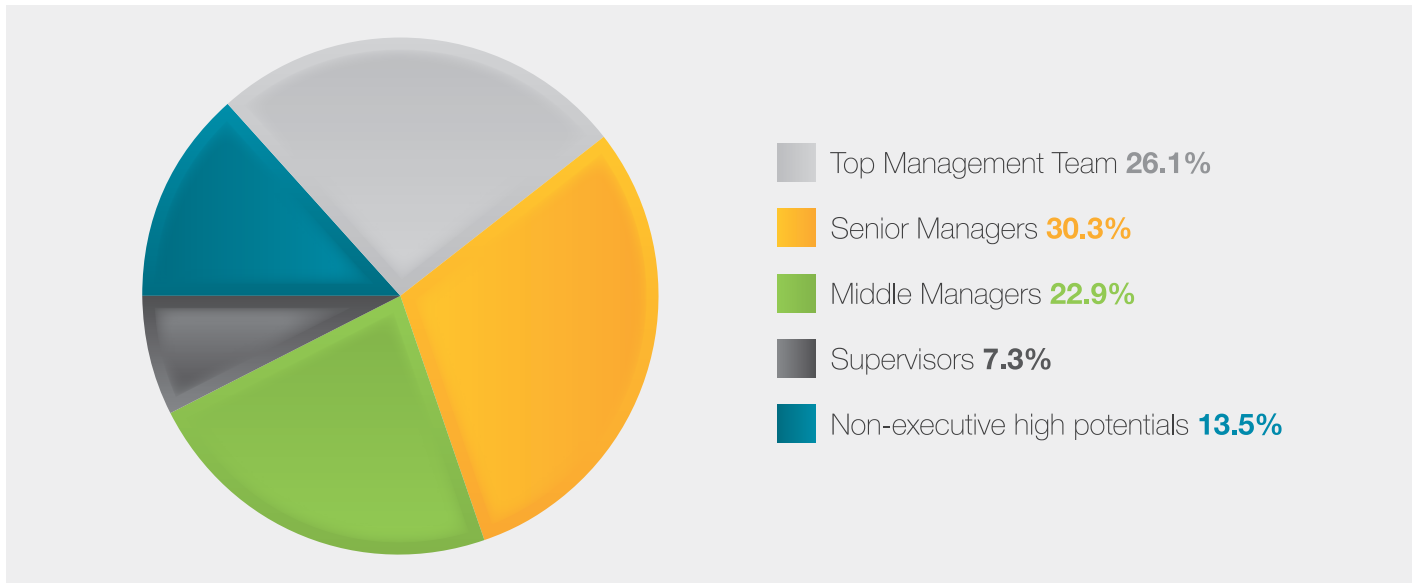
- Over 75% of executives' reactions to the idea of working with a coach were substantially positive – (Wasylyshyn, 2003).
- 96% of organizations reported seeing improvements in individual performance after coaching was introduced. Nearly as many (92%) have also seen improvements in leadership and management effectiveness (“Coaching Counts,” 2007).
- 70.7% to 93.8% reported positive responses, suggesting that coaching contributes to sustained behavioral change (Genger, 1997).

Now that you have a better concept of what executive coaching is and what an executive coach does, let's move on to discuss corporate coaching, its relationship with executive coaching, and its areas and dimensions. In the next section, you'll come to understand more about how coaching can facilitate change for an entire corporation or organization

Chapter 2 – Corporate Coaching- Areas, Types, Formats and Dimensions

While executive coaching is often a one-on-one process that involves a single “coachee” client and a professional executive coach, corporate organization relationship and systems coaching is essentially executive coaching for a team, a department, or an entire corporation. However, it's important to note that corporate organization relationship and systems' coaching is not simply a classroom training session. In fact, it has much more in common with executive coaching and is more powerful than any other form of business learning and development interactions.

Similarly, executive coaching may focus on senior executives, young professionals, front-line supervisors, etc. The following diagram shows the distribution of coaching efforts across different employee segments (Research Report on Executive Coaching in Latin America- 2013).



Corporate coaching is more highly motivating than other training programs in that it focuses on individual employees, their job satisfaction and happiness in life, and what they can do to improve their organization and become more successful within it.

Since corporate coaching is a non-directive and a client driven process, it raises up employees' individual accountability.

With corporate coaching, employees can learn better communication skills and develop the tools they need to be more productive while maintaining a positive environment that fosters creativity and innovation for better results for the entire organization. When implemented at the top level of a business, corporate coaching has the potential to help an organization evolve its operations for better performance and better morale throughout all levels.

Basically, to be most effective, if a business or organization is looking for organization relations coaching or systems coaching, executive coaching is the best place to begin. Then, as executives and senior managers become more enlightened and change the way that they interact with personnel, the effects of the coaching will begin to trickle down. After this, an executive coach may move on to further corporate coaching and development strategies, such as team development exercises, as well as employees' seminars and workshops.



Executive Coaching as the First Step in Corporate Coaching

As an executive or other high-powered, high-influence person, you have the power to make crucial decisions for your business. You can bring an executive coach in to help you and others at your level learn to embrace these decisions and challenges as opportunities to create positive change within your organization.

This type of corporate coaching can facilitate growth not only for your career but for your business as a whole. And, because it is client-driven, you and your team or organization have the power to take action and direct your coaching program to see the best results that meet your needs and help you achieve your goals.

Beginning with executive coaching starts a top-down approach to facilitate growth and change within your business. By strengthening your organization's executive talent, developing leadership skills, and improving productivity and communication, an executive coach can be the catalyst for real, positive change for your company.

Organization and Relationship Systems Coaching (ORSC™) and Team Development for Business Growth

ORSC™ stands for Organization and Relationship Systems Coaching, which is an integrated and robust coaching model based on Relationship Systems Intelligence™

Beyond Emotional Intelligence (relationship with oneself) and social Intelligence (relationship with others) lies the realm of Relationship Systems Intelligence where one's focus shifts to the relationship with the group, team or system. This approach creates sustainable and resilient teams and families. ORSC is based on System Theory, Process Work, Organization Development Theory, Family System Therapy and Constellation, Alternative Dispute Resolution, Quantum Physics, Co- Active coaching and its core is the study of Relationship Systems Intelligence.

Executives and managers may be tasked with building and developing teams, but team development is most effective when it actively involves team members. A corporate organization relationship and systems coach will encourage team members to discuss problems and challenges they face through certain tools like anonymous surveys, as well as group discussions, fostering a safe environment in which team members may voice their concerns and issues without fear of being reprimanded or punished in any way.



In such a situation, many organizations usually hire a consultant or a professional training expert to conduct a brief training session. Studies have shown that doing nothing more than hosting a training session can improve productivity by as much as 22%. The same studies have shown that taking the next step to add coaching to that training can improve productivity by up to 88%. These kinds of results prove that you can detect a significant positive return on your investment when you work with an executive or a corporate coach.

By facilitating and fostering a safe environment, a coach can help your team overcome obstacles and find amenable solutions that improve organization, communication, and team solidarity.

By facilitating insights and tools for better communication and more effective interactions, a corporate coach will empower managers to be more effective leaders and supports them to adjust their behavior and actions to gain the best performance from their employees. By encouraging managers and team members in mastering advanced leadership skills, corporate culture development, and communication, leaders and managers will help the team develop better working relationships for more success for the entire organization.

In addition to one-on-one executive coaching for top-level employees and team development efforts, a qualified corporate team coach can also include workshops and seminars to help employees improve the way they approach their jobs and the company as a whole.

Seminars and workshops of this type can be created and customized to address specific needs for your organization with presentations and exercises tailored to align with your corporate culture while addressing specific problems and challenges that you and your employees are facing. This kind of workshop or seminar can help employees see these issues in a new light so that they can take more positive actions and see more success.

Three Corporate or Executive Coaching Options

In general, if you are interested in hiring a corporate or an executive coach, you'll have three options – external coaching, internal coaching, or supervisory coaching:

- External coaching – In this case, a professional executive or a corporate coach who is external to your organization will be hired as a coach to provide insights, advice, and education.
- Internal Coaching – Some businesses will choose to have an executive coaching professional on staff, usually employed within their human resources department, who will be employed full time to assist with all coaching needs.
- Supervisory Coaching – In this process, a coach will observe and engage with the interactions and communications between management and personnel. They will then give advice and insights into improving these interactions for more productivity and improved performance. Supervisory coaching may be performed by an external or an internal coach.

While executive and corporate coaching are processes that take time and require ongoing relationships between businesses or individuals and their coaches, most executives and businesses can best use their resources to hire an external coach for ongoing executive coaching, corporate coaching, and/or supervisory coaching.

Whichever option you consider, it's important to remember that coaching is always a client-driven process. If you consider your coach a partner and you commit to improvement and positive change, you'll empower your coach to help you achieve your goals and aspirations.

In the next chapter, we will discuss the best strategies for selecting the appropriate executive coach and/or corporate coaching service provider, whether you are looking for corporate coaching for your organization or executive coaching for yourself.

Chapter 3 – Building a Coaching Organization Culture

Do you want to be more empowered, effective, and successful?... then get a Coach.
Do you want these same attributes to define your company's culture? Well, that's another story.

Based on research conducted by the Center for Creative Leadership, Leaders are confident that creating coaching culture benefits the business in ways that include: increasing employee engagement, job satisfaction, morale, collaboration and teamwork. Yet, these same leaders recognize that their organizations may be out of step in their current status of coaching compared with the actual potential of coaching.

Although the belief that building a culture of coaching can and does bring huge benefits to companies, rarely do leaders implement the practice, despite having been trained in coaching skills. According to Blessing White's research, "Few companies have succeeded in creating cultures where coaching of employees is a regular, fully supported, and rewarded managerial practice....They like to coach, know they should, but don't get around to doing it with any regularity."

Training, implementation, and sustainability—are the key critical elements for success in building a coaching culture.

How does an organization build this kind of culture?

According to extensive studies done by The Center for Creative Leadership, Personnel Today, Coaching Today, Business Management, Blessing White, International Coach Federation, and others, organizations must follow these nine steps in order to integrate coaching into an organization, sustain the coaching, and see the long-term positive results from creating a coaching culture.

9 Steps:

1. Find a sponsor or champion of the coaching initiative:

a highly respected top executive with much influence. This creates buy-in.

2. Find leaders within the organization:

who can role-model coaching skills.

3. Link coaching outcomes to business goals:

Coaching cannot be a stand-alone initiative. It must be aligned with the strategic goals of the company, with measurable results.

4. Train top leaders in coaching skills:

Be sure that the training doesn't just teach about coaching but actually trains leaders through hands-on practice and feedback.

5. Utilize external coaches:

Any kind of culture change is a long-term process that benefits greatly from an unbiased, objective outside observer. An external coach will provide observation, insight, feedback, and accountability to stick with the changes desired.

6. Coach the managers and teams:

Blessing White says, "It's common for managers to need coaching on coaching." This goes for teams too. So, even if managers have been trained how to coach, they still need coaching from an external coach on their coaching, to ensure the implementation and sustainability of these new behaviors that drive culture change.

7. Recognize and reward:

Because coaching shouldn't be seen as a stand-alone imitative (do it, then forget it), role models of good coaching should be recognized and rewarded, and the benefits frequently highlighted. In fact, some leadership companies believe that coaching is so important for high performance, that it should be tied to compensation.

8. Incorporate coaching with other processes:

For example, coaching must be integrated with processes such as talent management, job competencies, and learning and development. This way, coaching becomes fully engrained into the culture and moves from being merely a skill that is utilized on occasion to the regular way of doing things.

9. Regularly measure and evaluate:

Like anything else that is important, coaching should be measured and evaluated on a regular basis. How is it working? What business results are seen? Where is coaching not being applied with diligence? How is it being tied into the overall vision and strategy of the organization?

While the above nine steps require much effort, time, and financial resources, the benefits of higher performance, effectiveness, engagement, satisfaction, and teamwork are worth it. Creating a sustainable culture of coaching is an investment with huge dividends for companies eager and motivated to see its power and results.

How ready are you to develop and sustain a coaching culture organization!



Chapter 4 – Choosing an Executive Coaching Service Provider

As you have most likely gathered, executive coaches must have a very specific skill set to be effective at improving individual and organization productivity and performance. Thus, to ensure that you choose a qualified executive coach or a corporate coaching service provider, you will want to look for certain key elements and factors. These include:

- **Certification and Credentials**

Unfortunately, almost anyone can create a website and claim to be an executive coach or a corporate coach. Thus, the first things you should look for are a coach's certification(s) and credentials. Look for certification from a respected coaching institution to show that your coach has completed rigorous training.

Likewise, numerous organizations over all the world offer specific, professional executive and corporate coaching credentials, showing that coaches who have obtained these credentials have met or exceeded a set of industry standards of excellence. Credentials like these show that the coach or coaches you're considering are committed to ongoing development and education to bring their clients a superior level of service.

- **Coaching hours**

Coaching depends mainly on internalizing the mindset of a non-directive, non-judgmental approach on mastering the coaching competencies, accordingly the more the coach conducts coaching sessions and with high caliber type of clients, the more we expect that the coach approaches coaching mastery.

- **Local and Regional and Global Experience and Expertise**

African and Middle Eastern businesses have very particular local and regional corporate cultures, organizational structures, and management styles. Thus, it's essential to work with a coach or a provider who are familiar with local and regional business practices and cultures. Adding to that the importance of a globally exposed coach who has a broad vision and the international business sense.

- **Experience with a Range of Industries**

An effective executive coach will have the ability to work with and effectively improve individuals and organizations across a wide range of industries. Look for a coaching service provider that has proven experience across industries and businesses.

- **Demonstrate the use of Effective Assessment and Diagnostic Tools**

To efficiently and effectively facilitate positive change, an executive coach must be able to assess the situation and develop a coaching plan. To do this properly, they should have the skills and ability to use a variety of diagnostic and assessment tools.

- **Concrete, Tangible Results**

An executive coach is defined by his or her past clients and their successes. What kinds of concrete and tangible results can your executive coaching provider point to that show that their coaches will deliver positive results for you and/or your organization?

Look for these elements in any executive coach and/or coaching provider, and you will be on the right track to find a coach who can help you and your business achieve goals that you've only dreamed of before.

Whether you are seeking a better work-life balance, more upward mobility for your career, better sales and customer experience for your business, or you have other personal or professional goals, select an executive or corporate coach who meets these requirements and will work with you to develop a specific program to help you overcome obstacles and challenges, see your true potential, and approach problems as opportunities for change and success.

At Accomplish, we have the experience and expertise to help you realize your dreams for yourself and/or your organization. Contact us today to learn more about the executive coaching process and how it can help you.

- **The type of clients**

How much experience does the coach carry in dealing with clients from your industry and well acquainted with your niche and its specificity

- **Memberships**

Does the coach belong to any international body, is he an active member there who is always updated with new knowledge, does he follow a strict path in his coach contentious learning and development?

- **CV and his/her professional experience outside coaching**

Review the coach CV, his career progress, and success, what job tasks did he/ she handle

- **Coaching skills**

Gather and evaluate previous successes and what was the impression of other clients

- **Ask for a tester**

The best approach is to check the chemistry and the compatability to work with the coach and to his/ her style during a trial session



About Accompleash Lead Executive Coach



Osama Al-Mosa, PCC, DISC, ORSC

Corporate, Executive, Leadership, and Business Coach
Organization and Relationship Systems (ORSC™) Coach

Osama Al-Mosa is a talented, experienced, and a driven professional executive and corporate coach. He founded Accompleash to fulfill his personal and professional mission to facilitate growth and success for businesses and business leaders. Using the most efficient and effective methods available, he seeks to help organizations and individuals reach their full potential.

As a member of a number of globally respected coaching and mentoring associations, Osama is dedicated to constant and continuous improvement and development. One needs only to look at his credentials to see this, as he is a Professional Certified Coach (PCC) from the International Coach Federation (ICF).

Osama's coaching style creates an effective and transforming experience. Osama's coaching style blends his knowledge and experience in Neuroscience and the Brain Based Coaching, his credentials in Co-Active coaching and his qualifications in the Organization Relationship and Systems Coaching (ORSC™).

Due to his coaching credentials and experience, his extensive practical management experience of 18 years leading different operations and Business Functions for Multinational Multi-billion Corporations, and his high exposure to the international business environments, global mentorship programs, Osama is highly successful at coaching senior and executive management levels, including functional managers, country managers, directors, general managers, leaders, and potential leaders.

Osama has been coaching clients from the multibillion corporate businesses and organizations covering the Private, Government and Non-Governmental Organizations spanning the globe.

Osama specializes in Leadership Development, Leadership Competency Evaluation, Leadership Training, Organization Relationship and Systems Coaching (ORSC™), Psychometric evaluation and DiSC profiling, Training Management, and Coach Training. Osama has wrote "Ballet Dancing and Coaching an Egotistical", "The TWO most powerful competencies to success!", "A five-steps approach in conducting a Coaching Session- O.S.A.M.A." and "How coachable are you"

Osama has a unique and diversified experience that spans a number of fields, including Sales Management, heading Business Operations' and Human Resources Lead, occupying roles as Country General Manager among others, and working for American and European based corporations. He has also managed different assignments across the Middle East Region.

Osama has been an active participant in globally recognized learning and development gatherings and international conferences, and he has been enrolled in university studying Leadership and Emotional Intelligence. He is also certified in Brain Based Coaching from Neuroleadership Group/ USA, a Certified Co-Active Coaching from New York Institute of Technology, and he is a trained coach in Organization Relationship and Systems Coaching (ORSC™) from CCRGlobal/ USA He holds a B.SC. in Pharmaceutical Sciences from University Of Jordan and an Executive MBA from Management Center Europe/Belgium

Osama's native language is Arabic, and he can also comfortably coach and speak in English.

In addition to being an active associate for numerous global learning and development firms and a highly effective corporate and executive coach, Osama is also dedicated to volunteering his time to support initiatives to assist entrepreneurs and startup businesses and enjoys gardening and painting in his spare time.

He supported the professional coaching in Jordan and Middle East hence he is the first professional credentialed coach in Jordan, The founding president of the international Coach Federation (ICF) Jordan chapter; the founder of Accomplish the first corporate coaching provider in Jordan with high caliber credentialed coaches and the first qualified organization relationship and systems coach in Jordan and he is an active member in different global initiatives and regional task forces responsible of the development of the coaching profession

Testimonials

“Thanks a lot, I really appreciate all of what you’ve done to me. I’ve progressed so much because you helped me know myself and to realize my potential.” Save the Children

“With all honesty, nothing can compare to the great value and benefit that I got when sitting with you, which reflected remarkably on my personal potential.” Saudi Arabia Monetary Agency (SAMA)

“...Surely a very powerful and experienced coach. For me, he exemplified the best model a coach, and trainer, can or has to be. All the best Osama.” Jordan Airmotive Limited

“Osama has the greatest fingerprint on my professional life; he coached me for 40 private coaching hours that guided me to become a success story for my peers by establishing my own company. Osama has highly ethical characteristics that made me love the time that was spent with him with his special way of delivering the information that I really need and that met all of my expectations. Thank you Osama.” Petra Green Community Enterprise

“Osama is a well-seasoned PCC on his way to MCC, giving much space to his client and keeping focus on powerful contracting at the same time. Osama is attentive in his listening to the core values, issues, does not allow to spread the thought all over the place. I learned that a very transparent and open coaching presence gives results as much as a more active coaching styles I used before. Osama’s coaching produced results, I manages to select key steps to move forward in a difficult period of my life, Osama managed to meet me where I am and in the size of who I am.” Anna Lebedova

Osama’s coaching, mentorship, and leadership experience is unmatched. If you’re looking for an executive coaching provider to help you and/or your business overcome obstacles and achieve success, contact Osama and his team of superior executive coaches at Accomplish today.





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