

Research Plan

Roz Ross Executive Coaching

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Goal

We are conducting this study to gain more information about the practice of Executive Coaching and Roz Ross as an individual. This information is crucial to rebrand and create a website that accurately reflects Roz and her profession. A big part of our goal is identifying the needs of Roz's business, and applying those needs to our designs.

Background

Roz Ross is a startup business for executive coaching, helping individuals and businesses create a name and identity for themselves. Executive coaches build strong relationships between their clients to build leadership skills and maintain professional drive. Coaches, be it executive or life coaches, are pretty new to the industry and provide knowledge that a lot of businesses may not be able to acquire themselves. Executive coaches aren't there to fix problems or tell them how to run a company, nor do they manage performance. They're used to bring professionalism and make everything run even smoother in an environment that isn't particularly problematic. Clients are taught how to solve their own problems and achieve the seemingly far-out goals that they wish, making hiring coaches extremely beneficial and generating about six times the cost back according to studies. Coaches will:

1. pinpoint issues in the current management's state,
2. find a desired goal in the client,
3. tackle different viewpoints or perspectives,
4. work out how to reach that goal with the client.

Coaching requires a high amount of patience and willingness to listen, whilst also figuring out the best guidance strategies to help the client. A coach should only be hired when a company or an executive is striving for feedback with an open mind. It generally can't fix a company that has lost all hope and is ready to shut the doors.

Before executive coaching, executives used counsellors who acted as psychologists in hopes to get help from their sessions. Executive coaching got a bit more traction in the late 1970's, and a general structure was in place in the upcoming years to make the whole process truly effective. Businesses used to have executive coaches specifically for more problematic cases, but these days, it's viewed as an extremely good idea for anyone who seeks to become better (just like any other form of coaching, ex: sporting coach, vocal coaching, etc.).

To become an executive coach, you don't exactly *need* much background. A lot of executives, therapists and training practitioners jump to coaching after retiring or to fill up free time. The more qualified ones are the ones who have taken courses in executive coaches which is something Roz Ross has over a lot of local coaches.

In Ottawa, there's plenty of variety when it comes to choosing a good executive coach for your business, so standing out and having a particular field and specialty is sometimes crucial. For a startup coach, it can definitely be hard to stand out amongst the already well-established lot who are scattered through the city. When choosing a coach that fits your needs, it's important for them to present themselves in an accurate but professional manner for a lasting impression. Lots of clients are specifically looking for their past experiences, expertise, and education to find the right fit.

Sources

<https://rapidbi.com/history-of-coaching-a-true-insight-into-coaching/>
<https://www.youtube.com/watch?v=to73DYQkApQ>
<https://www.thebalancecareers.com/manager-s-guide-to-executive-coaching-2275823>
<https://www.lynda.com/Business-Skills-tutorials/Executive-Coaching/656791-2.html>
<https://ottawacoaches.ca/find-a-coach/categories/executive-coaching>
<https://www.inc.com/joelle-k-jay/looking-for-an-executive-coach-make-sure-they-have-these-7-standards.html>

Research Questions

- What is Roz's business objective?
- What coaching methodology is the business using to solve clients problems? What problems are being solved?
- Is the business involved in the online aspect? Just a contact site or is online coaching offered?

Methods

Our team's approach to collecting data will be through interviewing our client. We will be conducting 30-45 minute semi-structured interviews, including 15 minutes prior to welcome Roz Ross, and 15 minutes to wrap-up. The study will take place in order to be introduced to our client. We will discuss the executive coaching industry, build rapport, and take in quantitative and qualitative, meaningful answers. This will be done by asking questions that evoke stories, explore emotions, probe on important answers to dig deep and extract what we need.

Roles

- Interviewer: Alex Spagnuolo
- Note taker: David Preseault
- Audio recorder: Holli Holton

Instruments

Note Taking

- Notes will be taken on a computer
- The notes will then be re-organized, formatted and then stored in the shared Google Docs folder

Audio Recording

- A cell phone will be used to record the audio from the interview
- The files will be uploaded and stored in the shared Google Docs folder

Participants

The sole participant in our interview is Roz Ross. Roz has education in Executive Coaching and is starting a new business. She will be providing us with more information about her business and its professional needs.

Appendix

Background research information on Roz Ross

- Business startup
- Graduate in executive coaching from Royal Woods University (Victoria, BC)

Interview Schedule

Introduction

- Introduce ourselves
- Ask for permission to record the audio
- Go over what we'll talk about
 - To sum it up, your objectives and your audience.
- Tell me about how you became an executive coach?
- Ask about schooling

- How long have you been coaching for?
- In your own words, can you explain what an executive coach is?
- Can you describe how you first had an interest in executive coaching?
- What does a good executive coach mean to you?

Objectives

- What would you say is your primary business objective?
- Where do you think you'll be in 5 years with the business?
- Tell me about a specific challenge you faced while coaching?

Audience

- Is there a specific type of executive your business will be targeted towards?
- Can you describe the attitude and approach you have to working with other people?
- Can you tell me about specific benefits clients will receive in working with you?
- Tell me more about how a relationship was with a client?
- What noteworthy competition are you aware of?

Message

- Is there a key message you really want to express to potential clients? Perception, tone & manner?

Scope

- Are there creative considerations that must be in place? (limitations, factors, items that must be addressed, things to be taken into consideration when designing)

Conclusion

- Be clear to conclude interview questions
- Explain what will happen next
- Ask if she has any questions for us
- Thank for time