

Introducing our Presidential Coaching Service

The Premise

In our position as strategic partners and consultants to higher education, we continue to hear more and more about a disturbing trend involving the critical state of the Presidency.

We have become aware of increased turnover rates due to retirements, performance, or personal decisions to continue careers in less stressful positions. In addition, we see media reports of Presidential selection processes that have gone bad, or decisions made from inexperience that have ballooned into full scale crises.

As the length of tenure for Presidents tends to shorten, the replacement process will become more critical and possibly more costly. Recruitment costs are only a part of the problem. The loss of institutional momentum, decline in morale, and questions about the health of the college or university are costly as well. In these times of rapid change for higher education, institutions must be guided by the best possible leadership, or risk falling behind ... or even out of the race for enrollment and funding.

Clearly it is in the best interest of the institution to choose leadership wisely. But this is only the first step. The second is to provide this leadership with the resources they will need to grow into the job and succeed.

The Paradox

More often than not, it can be "lonely at the top". Of course there is Board input and staff support. What seems sorely lacking is ready access to Presidential peers, who can share experiences or help develop solutions in a totally objective and non-competitive manner. Where does a President turn for heart-to-heart personal counseling, coaching or mentoring that is totally free of local prejudices or prejudgments?

Where is there a source of unbiased wisdom of equal rank?

Does it really have to remain "lonely at the top?"

The Answer

A Presidential Coaching Service! We are in the process of expanding our counseling services and enlarging our consultant base to deal specifically with this key issue at both the university and community college levels. We already have well over a dozen highly qualified and successful past-Presidents on our team, and available to spearhead our new focus on Presidential Coaching.

Why the Growth Group?

We specialize in higher education issues ...

For the past several years we have been growing as a successful source of support to higher education over a wide range of practices from Administration and Fund Raising to Technology Planning and Program Evaluation. We were founded by educators, and have assembled an impressive team of over 100 consultants from every area of higher education. Where special needs called for special attention we have created specialized Divisions ...specifically: our Athletics Management Advisors Division and our International Division.

We are positioned to be very competitive

It is one thing to have the experience and credentials. It is another to be competitively and affordably priced. The Growth Group was organized as a virtual company from the very beginning. We embraced the digital revolution and the instant delivery capability of the Internet to keep our widespread management and consulting teams organized and in touch. We have no brick and mortar overhead, and no corporate egos to sooth.

Our credo is: *timely, no-nonsense, straightforward advice, fairly priced.*

We provide personal service

Our overhead may be virtual, but our service is real. Our Managing Directors will recommend consultant-coaches based on matching their experience and compatibility with your needs. We can work both on and off-campus ... face-to-face or by phone or fax or internet. We are flexible and effective.

Needless to say, our new focus on Presidential Coaching issues will include an expansion of our consultant team and a creative look at our contractual relationship with you, based on several variables that seemed to be exclusive to this particular area of practice, and which need to be tailored to your situation:

Details to Discuss

Who would our client be at your institution?

Although the President may be the recipient of our services, he or she may not be the originator of the contract. Unlike other consulting services which are generally initiated by the department heads or other levels of management that recognize the need for help, your President may or may not wish to reveal a weakness or a need for help, for obvious personal reasons. On the other hand, a Board recommendation for such a relationship should not appear as a criticism of performance, nor as a subversive form of Board evaluation. We need to position this service as a positive benefit to everyone.

Coaching could be positioned as a “perk” to be used by your President for his or her own benefit and growth.

We are convinced that the real value of a President-Coach relationship is based upon the clear understanding that this is a personal, confidential and totally objective peer relationship that has heretofore been unavailable to heads of institutions.

We will need to discuss the number, length and format of the mentoring sessions. This would include face-to-face meetings on or off-campus, combined with long-distance communications, exchange and evaluation of documents, and every other contingency we can think of, including liability and confidentiality issues.

How We Contract

Like most other service-based companies, we charge for the time involved, plus expenses as agreed-upon. A project with a definable time limit and a known number of consultants on the team is relatively easy to budget.

We envision our Presidential Coaching relationships to be structured a bit differently because the length of time involved and the services required may vary as a relationship matures.

We propose the establishment of your basic standards of expectation from us after meeting with your decision makers. From that meeting, we would reconfirm the goals and ground rules identified, and present a contract, subject to renewal or renegotiation as progress is analyzed and expectations may be re-defined with experience.

Our goal is to be flexible as well as fair, but with the realistic realization that a mentoring relationship of this magnitude will require time to develop and become productive. Therefore, we consider the commitment of at least a year to be a minimum element of the contract.

Our objective is to help your President grow more confident and productive.

At this point we have been dealing in generalities for the obvious reason that this has been our first point of contact with you, and there are many specifics to be discussed before we can get serious about a potential relationship. If the concept of contracting with a Presidential Coaching Service resonates with you in any way, we suggest that your next step should be a phone/conference call as suggested in our cover letter ... or if the urgency justifies it ... a face-to-face meeting at a location of your choosing, where your only obligation would be the time and travel expenses involved.



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**The
Growth
Group**



Providing the Strategic Advantage