

# The Hicks Fix™ Executive Coaching Process

Carl F. Hicks, Jr., Ph.D.  
President/CEO  
The Growth Group, LLC

My responsibility as an Executive Coach is to help individuals get from where they are in their lives and work to where they want to go. Here are the highlights of the approach we follow in an executive coaching engagement.

1. Establishing and strengthening rapport through getting to know each other is the first step. Developing trust and open communication is critical as is honoring the confidentiality of the coaching conversations which is essential to maintaining trust. Concentrating on growth and results is a primary focus.
2. Understanding the individual's *Interest*—those activities and goals that motivate them, energize them or that they are attracted to; *Strengths*—activities they perform very well; *Motivational Drivers*—how they want to be treated by others and by the organization. The Birkman Method® is our preferred tool for this process.
3. Helping the individual crystalize their Life Style Goals™—Faith, Family, Friends, Fame, Fortune, Fitness and Fulfillment. We utilize questionnaires and discussion to achieve this.
4. Helping the individual build clarity around their Livelihood Goals™—Achievement, Compensation, Credentials, Promotion, Growth and Results. Knowledge of the organization's expectations for the individual is critical as well as understanding the stage of growth the company is in. We utilize questionnaires and discussion to obtain such information.
5. Helping the individual to construct a success roadmap that identifies and focuses on up to three Strategic Initiatives per quarter that will significantly contribute to their Livelihood Goals™ and ultimately finance their Life Style Goals™. We place a strong and consistent emphasis on the individual's "WHY's."
6. Centering our conversations around the individual's actions to achieve their Life Style and Livelihood goals and their reasons for pursuing their goals. During the coaching conversations the coach listens to determine if the individual's thinking and behavior is in alignment with six success mindsets and accelerators. They are: Perspective, Preparation, Purpose, Positivity, Passion and Perseverance.
7. Reinforcing the executive's commitment to continually enhance their leadership, interpersonal, teaming and technical skills. Practicing intentional listening and asking accountability pinpointing questions are two tools utilized during coaching conversations.
8. Improving business performance as a result of the executive's personal and professional growth is the ultimate impact of executive coaching.

[CarlHicks@TheHicksFix.com](mailto:CarlHicks@TheHicksFix.com) 240-351-4897 [www.TheHicksFix.com](http://www.TheHicksFix.com)  
5425 Wisconsin Ave, Suite 600 Chevy Chase, MD 20815