



INTERNATIONAL
TRADE
ADMINISTRATION

PROFESSIONAL COACHING

At ITA, professional coaching is an interactive process that helps leaders improve their performance and achieve extraordinary results. Professional coaches work with leaders in all areas throughout ITA. As a result of professional coaching, leaders learn to set better goals, take more effective action, make better decisions, and more fully use their natural strengths.



Leadership coaching supports ITA's long-term goal to Achieve Organizational and Management Excellence.

About Coaching

Individuals and organizations who engage in a professional coaching relationship will experience fresh perspectives on personal challenges and opportunities, enhanced decision-making skills, greater interpersonal effectiveness, and increased confidence in carrying out their chosen work and life roles. Consistent with a commitment to enhancing their personal effectiveness, they can also expect to see appreciable results in the areas of productivity, personal satisfaction with life and work, and the achievement of personally relevant goals.

In terms of specific topics addressed in coaching, the following outcomes/metrics used by coaching program participants at ITA are:

1. Employee Engagement/Alignment
2. Enhanced Performance
3. Introspection to realize self challenges and strengths
4. Communication

Since every leader is unique, the ITA coaching program has provided leaders with individualized sessions on how to improve and enhance their leadership competencies. Typically, the ITA coaching program consists of 9 one-hour sessions spread out throughout 4 to 5 months.

This brochure can be located on the web:
http://www.ita.doc.gov/hrm/documents/BROCHURE_Coaching_at_ITA.pdf

[Click here to view Frequently Asked Questions about Coaching](#)

ITA's Coaching Process

Each coaching engagement begins with a 360 assessment which was custom designed based on research findings on employee engagement by the Corporate Executive Board. With the combined findings from the 360 assessment and the initial client interview, together the client and coach establish coaching goals which are relevant to their leadership effectiveness and to the success of and to the organization. A mid-point coaching assessment is also completed by the client. The midpoint assessment is then used by the coach and client as a tool for discussing the progress of the coaching engagement to date, and as an opportunity to make any necessary changes to the relationship or the coaching plan. At the end of the coaching engagement a final evaluation is completed by clients that ask them to identify what they learned as a result of the coaching process, including what behavior changes occurred and in what ways the learning and change would impact the organization as a whole.

One of the goals of this program is to provide enough structure to support the coaching process while at the same time allowing enough freedom for the coach and client to design a relationship that is of maximum benefit to the client's learning and growth. The final evaluation of the coaching engagement is based upon Kirkpatrick's levels of evaluation in order to assess both individual and organizational impact.

For more information on ITA's Coaching Program, contact Daniel Shaw at Daniel.Shaw@mail.doc.gov, or call him on 202-482-1751