

# get coach[ED]!

*the economic developers' competitive edge*

**get coach[ED]!** supports professionals, their teams, boards as well as communities in addressing issues and challenges in directing economic development. Through executive coaching, leaders in economic development gain an added competitive edge in their community's development, growth and sustainability. Using a targeted, multi-faceted approach, **get coach[ED]!** customizes efforts to match specific needs and ensure complete confidentiality.



*"Coming together is a beginning.  
Keeping together is progress.  
Working together is success."  
- Henry Ford*

### **get coach[ED]!** for practitioners

Economic development is tough at the best of times. Developing new strategies for business retention, recruitment or navigating the labyrinth of community politics, brings unique challenges and opportunities. It's here that coaching, as a thinking partnership, secures the space for effective thinking, planning and strategizing. This supports you, the economic development professional, to lead efforts in your community.

### **get coach[ED]!** for teams

Whether offered to an economic development organization's executive team, its board of directors, commission, committee or local government council, applying a team coaching approach is one way to align collective efforts and set sights on bigger and better results. Economic development doesn't happen in a vacuum. It takes a well-organized, cohesive and committed team with a common vision and purpose.

### **get coach[ED]!** for communities

No community plans to hire consultants to create reports that sit on shelves. Yet it happens far too often. By adding a coaching component, capacity is built from within to tackle the new projects suggested by consultants and ensure successful implementation. The combined consulting and coaching approach increases practitioner knowledge and community ownership in both process and results.

## get coach[ED]! for practitioners

### Purpose

To support the economic development practitioner - customized for their individual situation and focused on their personal and organizational goals.

### Objectives

Improve effectiveness of the person in the economic development role. Work-related dimensions of performance (personal, interpersonal, technical, business skills) or areas of focus, may include:

- Strategic Thinking & Planning
- Leadership Development
- Dealing with Challenging Situations
- Priority Setting
- Work-Life Balance
- Short & Long-Term Goal Development

### Expected Outcomes

- Increased personal productivity
- Greater leader effectiveness
- Increased employee engagement
- Improved quality of work
- Improved decision-making
- Enhanced client relationships

## get coach[ED]! for teams

### Purpose

To provide economic development teams with a supportive and focused approach to working together while embracing individual strengths.

### Objectives

Improve the team's effectiveness as it collaborates together on economic development projects. Team-based areas of focus may include the practitioner-focused dimensions of performance as well as:

- Interpersonal Interaction
- Role & Responsibilities Definition
- Team/Relationship Building
- Dealing with Internal/External Change
- Re-Organization
- Focus Re-Alignment

### Expected Outcomes

- Improved interpersonal relationships
- Improved team performance
- Improved decision-making
- Increased clarity on priorities
- Improved collaboration
- Improved team communication

## get coach[ED]! for communities

### Purpose

To provide communities with a combination of coaching and consulting services that builds capacity in delivering economic development initiatives.

### Objectives

Improve the capacity of the economic development function in delivering economic development services. Areas of focus may include connecting performance dimensions with objectives and activities including:

- Business Retention and Expansion
- Business Attraction and Recruitment
- Marketing/Promotion
- Community Asset Building
- Strategic Planning
- Managing an ED Office/Function

### Expected Outcomes

- Higher implementation rate of consulting services
- Increased overall productivity
- Increased "buy in" by stakeholders
- Improved organizational commitment
- Improved community visioning
- Higher project return on investment



Caroline M. Spira is a Certified Executive Coach and a member of the International Coach Federation and the Vancouver Island Coaches Association. She has coached budding entrepreneurs and individuals from nonprofits, associations, governments, and small businesses.

In her "other life", Caroline continues to support economic development endeavours in both local and regional settings. She previously managed business retention and expansion services, community development, tourism as well as business attraction and recruitment initiatives on Vancouver Island, BC and in Washington State.

Prior to this, she worked at the World Bank Group in various assignments with teams dedicated to microfinance, small and medium enterprise development and political risk insurance.

In addition to her Royal Roads Executive Coaching Certificate, Caroline holds a Masters in Public Administration and a Graduate Certificate in Nonprofit Management from George Mason University. She also completed several certificates programs in economic development, microfinance and community-based development.



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*bringing clarity and focus –  
reaching for even greater community successes*