



## Executive Coaching

### CEO Coaching

You've worked your entire career to be the leader of your organization. Now that you've reached that goal everything changes. Before you were a leader, success was all about you. It was about your performance and your individual contribution to the firm. But now, success is about the entire organization and the individuals you lead. Company leadership can also be very lonely. You're expected to know everything and, quite frankly, you have limited avenues to get advice on those tough decisions; those that seem to occupy most of your time. You can't go to staff – your decisions affect them directly, and you can't always go to your board of directors – after all, they hired you to run the company.

### Management Team Coaching

Our services are not limited to the CEO/President. We can also provide coaching to COO's, CFO's and other C-Suite professionals. We can work with you to help key executives improve in areas needed to become effective management team members.

### AEG Resources

Whether it's a newly appointed executive that could use help on many of the aspects of running an A&E business, or a veteran executive that needs access to a perspective outside the company, AE Guidance, LLC has the ideal resources for you. Comprised of former leaders in the A&E industry, our executives have successfully led A&E companies through good times and bad. We know the challenges executives face and can coach them through these challenges.

### Approach

Our typical approach is to initially spend time with the executive, his/her subordinates and superiors as well as his/her board of directors to fully understand the challenges being faced and areas where the executive needs assistance. We can then be available as needed to serve both as a coach and confidante to help the executive reach his/her potential.