



# EXECUTIVE COACHING

*"Time is the currency of our lives. Be careful not to waste it and don't let other's spend it for you."*

JOE SCHNEIDER

- EXECUTIVE COACH

*Successful individuals and teams have discovered that executive coaching is the most time-efficient tool for improving professional and personal performance.*

**We judge others by their actions.  
We judge ourselves by our intentions.**

One of the biggest mistakes I observe regularly is that we don't take the time to simply step back from situations of conflict or disagreement and try to understand the other's person intention. We only focus on their behavior.

People operate out of a sense of doing right not doing wrong. Take a moment before judging others to understand what position of right they were operating. When we are able to do this, we begin to see other's potential not just their mistakes and what they are doing to frustrate us.

In his bestselling book, *The Seven Habits of Highly Effective People*, Stephen R. Covey encourages us to "Seek First to Understand, Then To Be Understood." Judging others is natural and judging fairly is difficult, but when we take the time to evaluate other's intention and not just their actions, we get better clarity for decision making.



**Spirit**  
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