



# Executive Coaches of Orange County

Helping nonprofits fulfill more of their mission

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# Our Mission

To help nonprofit managers develop and implement capacity building strategies that will enable their organizations to do more of their good work in our community.



## EC<sub>of</sub>OC

- Founded in 2003 to help nonprofits develop goals and strategies to succeed
- Today, 20 coaches serving 38 nonprofit organizations with 40 coaching assignments

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## Why have an executive coach?

- Independent advice
- Objective, knowledgeable sounding board
- Focus on key issues and goals
- Broader business perspective
- Mentoring relationship

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# Individual Coaching

- Improving management, leadership and communication skills
- Developing strategies, service offerings, and marketing programs
- Managing fund raising programs, HR, finance, office processes and technologies

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# Team Coaching

- Defining mission and capacity building goals
- Developing strategies to achieve these goals
- Creating monthly action plans to implement the strategies

# Spectrum of coaching experience

Vice President, Finance/Administration  
with several retailers

**Business consultant for  
Fortune 500 companies**

**MBA in  
Operations Research**

**MBA in Marketing/Finance**

MBA in technology management

**President, Levi's Outlet Stores**

**Certificate in Financial Planning**

**Vice President  
Security Pacific Bank**

**Masters Degree in  
Social Work**

**MASTER IN  
CLINICAL PSYCHOLOGY**

VP Sales and Marketing

**Vice President  
of Professional Development**

Executive Vice President  
of Human Resources

**Vice President,  
Research & Development**

**CIO,  
Shaklee Corporation**

**Senior Vice President  
Corporate Banking**

**Executive Management Program  
Kellogg Institute for Management**

**Executive Vice President of an  
Industrial Distribution Company**

**Hospital CEO**

**MBA in Marketing**



# Preparing Our Coaches

- Orientation program
- Mentoring program
- Resource Book
- Monthly education on coaching and nonprofit topics
- Goals:
  - Unbiased, results-based assistance
  - Long-term solutions and relationships



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# Spectrum of Coaching Topics

Sample of recent coaching situations

- Cash flow analysis/line of credit
- Three-year strategic plan
- Goal-setting and organization skills
- Time management and delegation
- Recruiting baby boomer volunteers
- Marketing and fundraising
- Issues with board member interest and competency
- Diagnosing systemic organization problems

# Some EC<sub>of</sub>OC Clients





# Our Process

- Application
- Applicant Interview by Client Services Representative (CSR)
- Client/coach match by CSR
- Periodic CSR client satisfaction follow-ups

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