

# The Game-Changing Power of Executive Coaching

Giselle Cheminand and the team at GCI Worldwide Corporation support executives to reach new heights.

**M**ost executives understand that behind every successful leader is a successful team, but not everyone identifies that an executive coach is a critical part of that team.

“There is an outdated idea that a leader is more powerful if they navigate their path to success alone,” says Giselle Cheminand, President and CEO of GCI Worldwide Corporation, with a client list including industry giants such as Walgreens, MassMutual, FedEx, and Tenet Healthcare, among others. “But times are changing. The path to success can be clearer and less painful with the support of a qualified executive coach. This is more than having a sounding board and neutral partner—it’s having someone with the ability to help you overcome inner and outer barriers and gain skills you didn’t know would impact your level of success.”

For one COO, the process of navigating through a merger and acquisition brought fear of a career disruption. He approached Cheminand for coaching. “His initial goal was to cope with his distress,” she explains. “Instead, we coached him to determine his next level of success and how to reach it.”

Through the coaching process, the client’s goal evolved from survival to CEO. He was given the tools needed to succeed and came up with a plan to reach a CEO role within 12 months. Nearly five months later, he was recruited by a larger company than the one he was currently with, received better compensation, and reached a new level of success.



## Leveling Up

When it comes to executive coaching, Cheminand finds that it doesn’t matter if the client is an executive at a start-up or a thriving Fortune 500 company.

“Executive coaching helps people at all levels reach new goals,” she explains. “One of our clients inherited a negative company culture when he became CEO of a Fortune 500 company. It was difficult to achieve anything when there was distrust from the team. He couldn’t transform the culture

alone, so he turned to us to help create a safe place for the team to grow.”

Through GCI, new standards were set, and new strategies were shared to create engagement. Measurable, step-by-step processes leveled-up the company, mended relationships, and created a culture with renewed interest from leaders and associates for the team’s vision and path toward success. The transformation granted the client the ability to navigate the company with peace of mind and support from stakeholders.

Cheminand notes similar successes for entrepreneurs desiring to take their businesses to the next level. For one entrepreneur encountering barriers on her way to growth, GCI identified areas in which she was facing roadblocks personally, which influenced how she ran her business. Her executive coach helped her implement new systems and processes, create new marketing campaigns, and grow her clientele—culminating in her growth to a multimillion-dollar business.

“Needless to say, her level of confidence went through the roof,” says Cheminand. “Her sense of accomplishment expanded, and she continues taking her business to places she never imagined.”

For executives looking to succeed, Cheminand advises they search for a qualified executive coach. “Be alert when choosing an executive coach. Look at their track record and the type of clients they serve,” she says. “The reason why high-level companies choose GCI is because of the caliber of the services provided, the customization for each client, and the vast experience with global cultures. We provide cutting-edge tools and strategies that create the meaningful transformation from which executives and entrepreneurs thrive.”

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To learn more about how you can benefit from having a successful executive coach, contact GCI Worldwide Corporation at [coaching@gciwcorp.com](mailto:coaching@gciwcorp.com), 954-522-4410, or visit [gciwcorp.com](http://gciwcorp.com).