

# The Value of Assessment

Assessment is the process of gathering data to inform subsequent action.

In the context of executive coaching, assessments are done for two primary reasons:

- to provide information and focus on a specific behavioral, knowledge, skill, or personality area, or
- to provide a broad perspective of/for the client

Assessments can be formal or informal, can focus on a specific person in a specific organizational context or role, can focus on a wide range of individual characteristics and predispositions, and can focus on the work and functioning of a team.

Assessment data can come from the client(s) directly, from those who work with the client(s), or from scientifically-based, nationally/internationally normed assessment instruments and processes.

The range of topics for individual and team assessment include:

- personality traits
- thinking styles
- decision making preferences
- communication skills
- leadership
- emotional intelligence
- motivation
- values

While not a part of every coaching engagement, the value of assessment in executive coaching is that it provides concrete, actionable information. Such information builds self-awareness and enables skill development, behavior change, professional growth, and the long-term ability of clients to better understand their strengths and challenges.

Team and group functioning can be improved with the help of assessments, too. By shedding light on the dynamism of individual strengths and challenges and surfacing assumptions that may be at play in the group, assessments can inform the development of strategies for building the collective capacity of the group to perform at a high level. An important part of assessment for teams is identifying and aligning individual strengths with the responsibilities of the group.

Westfall Executive Advisors are certified to offer assessment across a wide range of approaches and instruments. Combined with motivated clients and strong coaching, assessments can add enormous value and provide valuable insight.



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