

# Executive Coaching

All You Need to Know





# What is Executive Coaching?

Private 1:1 executive coaching for people in roles where decisions carry real weight.

This work sits at the intersection of **mindset, role clarity, and performance**.

We look at how you think, decide, and operate day-to-day and **what needs to shift** so you can function with more clarity, effectiveness, and confidence in what you do.

This is not about motivation. It's about how your **inner patterns impact your leadership** and execution.

## Who am I?

I'm a **mindset and performance coach** with a background in **Industrial-Organisational Psychology** and Organisational Development, working at the intersection of psychology, leadership, and decision-making.

I've completed **400+ hours of coaching**, working with business owners, leaders, and entrepreneurs in roles that require constant judgment, prioritisation, and accountability. My work is informed by **CBT- and IFS-based approaches**, applied in a practical, non-therapeutic way.

I work best with people who are capable and driven, but want sharper clarity in how they think, decide, and show up in their role - especially under pressure. My style is **structured, direct, and reflective**, focused on helping clients recognise patterns and make decisions they can stand behind.

# Who is it for?

This work is suited for individuals who:

- Hold **decision-making responsibility** that materially affects people, outcomes, or revenue
- Operate in environments with **multiple stakeholders** (boards, investors, senior leadership, clients)
- Experience **execution pressure** alongside ambiguity or competing priorities
- Are navigating:
  - role expansion or increased scope
  - **leadership isolation**
  - strategic or people-related complexity
- Have **team exposure**, even if indirectly (managing, influencing, or being accountable for others)
- Want to **improve how they think** and decide, not just what they do

This is for people who are competent, driven, and reflective - and want a private space to think clearly about how they show up in their role.

# Who is it NOT for?

This work is not suited for individuals who:

- Do not hold meaningful responsibility or decision ownership
- Are primarily **looking for emotional support**, venting, or therapy
- Want **external accountability** to compensate for lack of ownership
- Expect step-by-step instructions, templates, or **ready-made answers**
- Prefer to **outsource responsibility** for decisions or outcomes
- Are **unwilling to examine their own patterns**, assumptions, or blind spots

This is not a performance hack or a motivation programme. It requires honesty, reflection, and personal responsibility.



# Possible areas of focus

- Decision **fatigue** and mental **clutter**
- Role-related pressure and **internal conflict**
- **Repeating patterns** that affect performance or leadership presence
- **Lack of clarity** during transitions or growth phases
- Feeling capable, yet **internally stuck or scattered**

*(Inclusive but NOT limited to the above)*

## What to expect

This work does not promise identical outcomes for everyone. Each engagement is shaped by the individual's role, context, and level of involvement.

That said, clients commonly notice:

- **Reduced mental noise** and a clearer sense of priorities
- **More confidence** in how they approach decisions and conversations
- Increased **awareness of patterns** that affect their leadership or performance
- A shift in how they **respond to pressure, ambiguity, and responsibility**

The primary outcome of this work is **clarity** - which then informs better action, steadier execution, and more intentional choices over time.



# Whats next

If this feels aligned, the next step is a **short preliminary conversation (15-20 minutes)** to understand context, assess mutual fit, and answer any logistical questions.

If there is alignment, we then move into a paid **diagnostic clarity session (60-90 minutes)**, where we explore the situation in more depth and outline a potential way forward.

# Contact information

**Phone:** 9690 83 2016

**Email:** [bedimarlyn@gmail.com](mailto:bedimarlyn@gmail.com)

Bangalore, Karnataka, India