

## **An Explorative Study of the Experiences of the Coach and Coachee during Executive Coaching**

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**ABSTRACT** The experiences of coaches and coachees in the process of executive coaching has not been extensively researched. The study aims to obtain an in-depth understanding of such experience from the perspectives of the parties involved. The research purpose was to explore the perceived value and experiences of the process of executive coaching for coach and coachee. Reliable information about the real nature of executive coaching is lacking. Although executive coaching is a popular leadership development strategy, few studies have investigated its real value. Various articles have been published, describing executive coaching and its value mainly from the perspective of the coach. A case study design was used as it is regarded as a data collection method frequently associated with qualitative research. Purposive sampling was used to gather ten participants: five executive coaches and five coachees. Data were gathered through interviews and managed from a grounded theory perspective. Research quality was ensured through the criteria of transferability, credibility and dependability. Results indicated some significant positive and negative experiences from participants. These relate to issues such as emotional experiences, personal growth and benefits, diversity implications, leadership and management capabilities and the status of executive coaching. The findings can be utilised as information to coaches, managers and executives about the nature of executive coaching. The study contributes to expanding knowledge and understanding of the process and value of executive coaching.