

# Behavioral Coaching

**"In some companies, having an executive coach is a badge of honor."**

But, many top managers are finding that the advisors hired to solve their performance problems only make matters worse. A recent study indicated that executive coaches who are former athletes, business academics and consultants, and who lack rigorous psychological training, do more harm than good. They sell themselves as purveyors of simple answers and quick results and downplay or simply ignore the deep-seated psychological problems they don't understand. Whereas, Dr. Wayne Gersh, with a doctorate in psychology, can recognize the difference between a "problem executive" who can be trained to function effectively and an "executive with a problem" who can best be helped by behavioral coaching.

**See how you can benefit from**

## *Executive & Business Coaching*

*Do you identify with these issues?*

### **Top 10 Issues of Difficulty**

- Getting to the next level
- Solving problems
- Designing a plan of action
- Making decisions
- Increasing sales
- Change management
- Stress management
- Lack of motivation
- Anger management
- Making a career/life change

*Do you want these results?*

### **Top 10 Benefits**

- Reach your goals
- Increase productivity
- Leadership development
- Help solve problems
- Improve sales
- Manage change
- Reduce stress
- Improve your relationships
- Develop strategies
- Balance work/life issues

**W**ayne Gersh, Ph.D. has been an Executive Business Coach and licensed Psychologist for over 20 years. He brings with him the science of cognitive behavioral psychology to solve business issues that impact your personal success.

**Call now to see how we  
can help you or your company.  
914.948.1411**

**[www.wcbtonline.com](http://www.wcbtonline.com)  
[drgersh@wcbtonline.com](mailto:drgersh@wcbtonline.com)**

**We offer private and group sessions**



**Wayne Gersh, Ph.D. & Associates**