

# Coaching drives excellence

A portrait of Janine Everson, a woman with blonde, wavy hair, smiling and looking slightly to the right. She is wearing a dark, sleeveless top and a thin necklace. The background is a light, textured wall with some pink flowers visible in the upper right corner.

**Janine  
Everson**

Superior people management is increasingly being recognised as the way to deliver a competitive advantage and to turn great businesses into brand leaders. A recent Hay Group study found that up to 40% of Fortune 500 companies use Executive Coaching as a standard leadership development tool.

Janine Everson, Director of the Centre for Coaching at UCT's Graduate School of Business (GSB), says, "Whatever the size of your company, your success is only as sustainable as your staff satisfaction. There's a reason sports teams invest in the best coaches. You can have a team of highly skilled individuals but unless they're aided in working together efficiently and happily, they're unlikely to win championships. The corporate world is no different to the sports world in that respect: coaches take your performance to the next level." •