



# Executive & Leadership Coaching

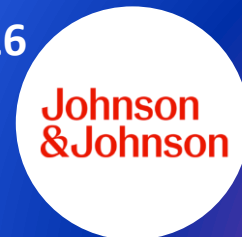
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Deborah Wing Consulting and Coaching, LLC

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Society for Maternal-Fetal Medicine 2026  
Pregnancy Meeting | Medical and  
Division Directors Roundtable

Monday, February 9<sup>th</sup> 5:15 – 7:00pm



# Brief Overview

**What It Is**

**How It Works**

**Choosing A Coach**

# What is Executive and Leadership Coaching?

## Definition:



### *International Coaching Federation [ICF]:*

*"Partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential."*



### *European Mentoring and Coaching Council (EMCC):*

*"Coaching is an art: that of helping a person or a group to develop and enhance their professional, relational and personal potential in the realization of their projects and to take their rightful place in the relationship they have with themselves, others and their environment."*



# To be differentiated from:

## Consulting

Expert diagnosis + solutions delivered

## Mentoring

Advice from someone who's "been here"

## Therapy or Counseling

Treating mental health/healing

## Training

Teaching as defined curriculum or skill

# What does Coaching help with?

## Common Topics

Research syntheses find positive effects across several work-related outcomes.

### Performance & Skills

- Strategic thinking, prioritization and planning
- Influence and stakeholder management
- Change management
- Decision quality under uncertainty
  - Time utilization

### Leadership & Relationships

- Leading through change
- Feedback, conflict, and collaboration
- Executive presence and communication

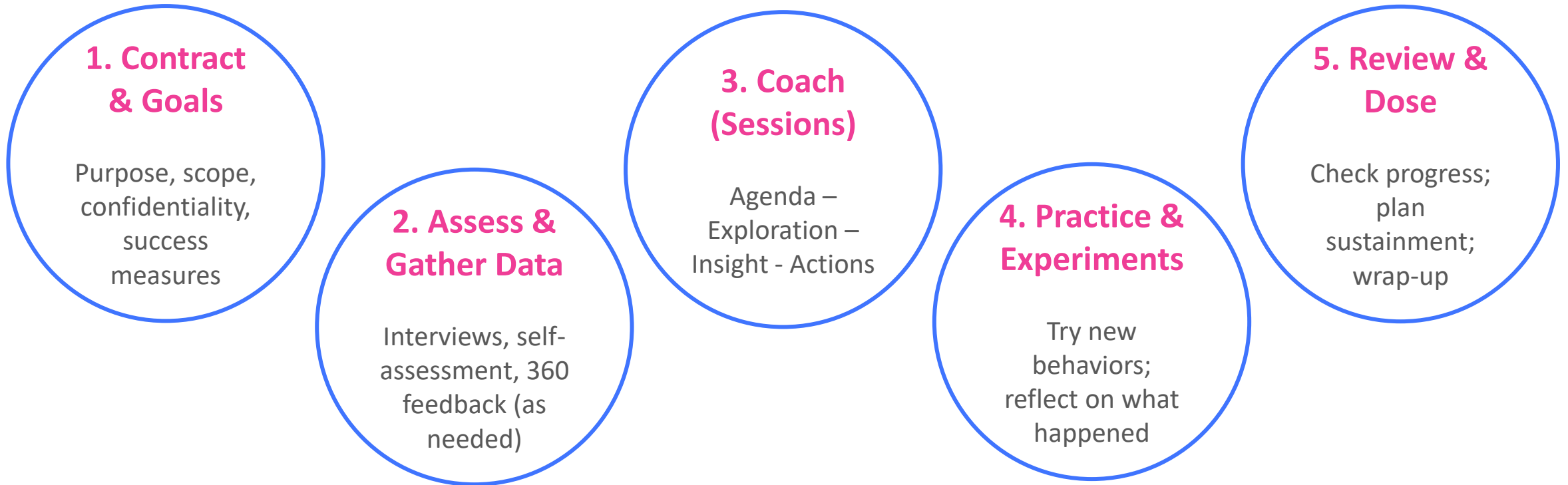
### Well-being & Sustainability

- Resilience and coping skills
- Role clarity and boundaries
- Values-aligned leadership choices

# How is executive and leadership coaching done?

## A Typical Engagement Roadmap

Most engagements are a series of structured sessions over weeks/months, anchored by clear goals and feedback.





# What happens in a coaching session?

## A simple, repeatable flow

*In all phases of flow- next steps are identified*

1

### Set the Agenda

*What would make this time valuable?*

#### Outputs:

- Clarity
- Possibilities

2

### Explore

*Context, patterns, assumptions, emotions*

#### Outputs:

- Discovery
- Opportunities

3

### Create Insight

*Reframe, experiments; identify blind spots*

#### Outputs:

- Reflections
- Alternatives

4

### Commit

*Actions, support, accountability*

#### Outputs:

- Clarity; metric development
  - Decisions
- Identify what to keep and what to let go of

# What to look for when choosing a coach

## A practical selection checklist

Look for both capability (training/ethics) and fit (style, context, chemistry).

### Credentials & Training

- ICF (ACC/PCC/MCC) or equivalent reputable credential
- Coach-specific education + mentored coaching

### Ethics & Confidentiality

- Clear contracting: what's shared with sponsor vs. private
- Boundaries + referrals when therapy is more appropriate

### Relevant Experience

- Knows your domain or can ramp up quickly
- Experience with similar levels (Division Directors, Chairs, etc.; VP/SVP, C-suite, founders)
- Comfortable with complex stakeholder dynamics and systems thinking

### Approach & Measurement

- How goals are set and progress is measured
  - Use of feedback tools when useful
- Plan for sustaining change after the engagement



# Questions to ask a prospective coach



## Use these to compare coaches (apples-to-apples)

After providing a brief description of yourself and what you're seeking in a coaching engagement, ask:

What's your coaching style? And how might you approach what I've outlined?

What might our engagement plan look like (e.g., length, duration of sessions, in-person/virtual, cadence)?

How will we measure progress and keep momentum between sessions?

What training/credentialing do you hold (ICF/EMCC/etc.)?

How do you use supervision/peer review to maintain quality?

# Deborah Wing, MD, MBA

Executive Coach and Healthcare Consultant



- Executive coach specializing in physicians, healthcare leaders, and academicians navigating career transitions, change management, and leadership growth.
- 25+ years of experience as an academic and clinical leader in MFM.
- Former national physician leader with ABOG and SMFM.
- Unique blend of coaching and executive search expertise from Korn Ferry and WittKieffer, with insight into what healthcare organizations seek in executive leaders.
- Professionally trained coach (Hudson Institute of Coaching); certified through ICF (PCC).
- Also certified in Team Coaching, with a focus on strengthening leadership in healthcare's multidisciplinary, high-stakes environments.

<https://www.deborahawing.com/>