



Executive & Leadership Coaching

Deborah A. Wing, MD, MBA, Principal and Manager
Deborah Wing Consulting and Coaching, LLC



Society for Maternal-Fetal Medicine 2026
Pregnancy Meeting | Medical and
Division Directors Roundtable
Monday, February 9th 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

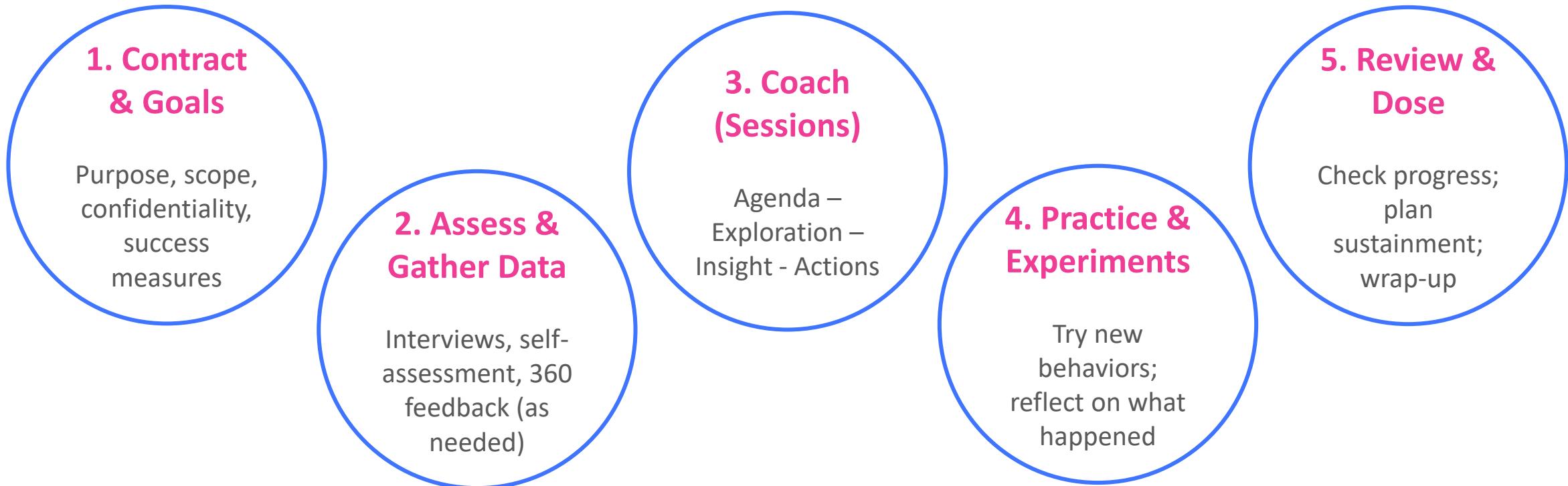
Well-being & Sustainability

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

How is executive and leadership coaching done?

A Typical Engagement Roadmap

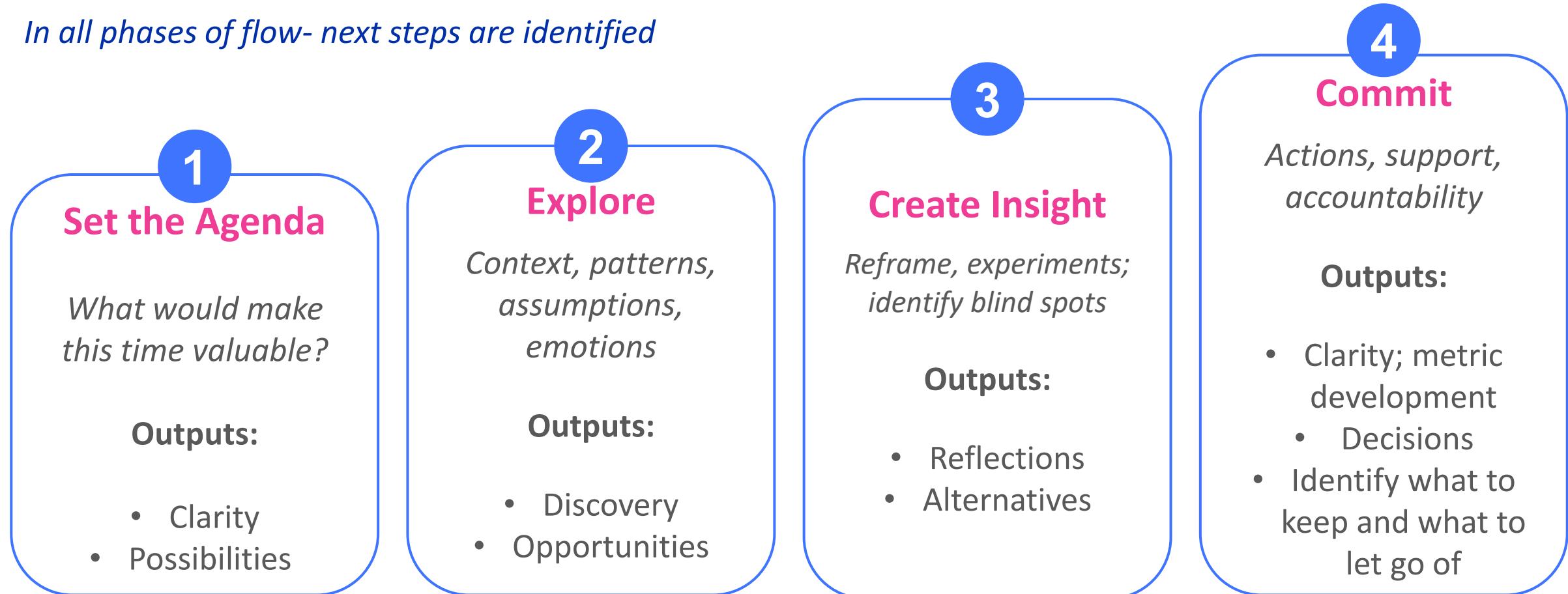
Most engagements are a series of structured sessions over weeks/months, anchored by clear goals and feedback.



What happens in a coaching session?

A simple, repeatable flow

In all phases of flow- next steps are identified



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.deborahwing.com/>