

Executive Coaching for everyone

4th May 2026

“... The origin of the word ‘executive’ is as relevant to a leader or aspiring leader working in their community, in, or closer to home”

If you thought executive coaching = coaching for those at the top of hierarchies of organisations, you’d be right but also missing a wider cohort.

Since the early twentieth century, the word ‘executive’ has been applied to business (American English to begin with). A couple of centuries before that to those in power in government ‘the executive’.



Yes, Executive coaching I’m pleased to say does apply to those at the top of organisations, to business, to government and Directors / CEOs also of not-for-profits. I love working with these clients, particularly based on my own professional experiences, and considering the potential ripple effects

The origin of the word ‘executive’ however, is as relevant to a leader or aspiring leader working in their community, in, or closer to home.

The word Executive, comes from the Latin, meaning ‘to follow / carry out, accomplish (Etymonline, 2026).

How many of us are striving to ‘follow [through]’ on goals, dreams, projects; overcoming barriers; having coherent plans? For ourselves in personal or professional roles, our children (for those of us who are parents), our communities and possibly beyond?

How many of us interact with others in our families, work places, world at large, that are set to benefit from any investment we make?

How many of us find it hard to stick to our commitments, or understand and reduce what might be getting in the way to fulfilling them? What (or who) would be the ripple effects of any investment we make in our future?

If you are seeking to ‘follow [through]’, ‘to execute’ your plans, discern your next steps, and you are looking for a ‘thinking partner’, executive coaching may be for you.