

## **LEADERSHIP COACHING STRATEGIES FOR ENHANCING EMOTIONAL INTELLIGENCE AND DRIVING ORGANIZATIONAL SUCCESS**

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### **ABSTRACT**

This study focuses on the impact of leadership coaching on emotional intelligence (EI) and its influence on organizational sustainability. Conducted in Bangkok, the research employs a qualitative methodology using semi-structured interviews with 30 executive coaches, both internal and external. Coaching, as defined by the International Coaching Federation (ICF), emphasizes a creative process that inspires individuals to maximize their potential. The findings indicate that leadership coaching enhances four key EI components: Self-Awareness, Self-Management, Social Awareness, and Relationship Management, which drive sustainable organizational success. The study identifies trust, top management support, and a coaching culture as critical enablers fostering an environment conducive to effective coaching. Additionally, the findings align with the GROW Model and Boyatzis' Intentional Change Theory (ICT), highlighting coaching's role in fostering personal and organizational growth. Practical recommendations include integrating coaching into organizational systems to develop EI, improve performance, and establish a sustainable coaching culture. This research contributes to leadership development by emphasizing the vital role of coaching in building resilient, adaptive, and high-performing organizations in rapidly changing business environments.

**KEY WORDS:** Leadership Coaching Strategy/Emotional Intelligence/Organizational Sustainability/Leadership Development/Trust

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