



ACCOUNTANTS WHO LEAD
COMMUNICATION | COACHING | PRESENTING

10 Self-Coaching Strategies for Finance Leaders to Drive Impact and Achieve Personal Development

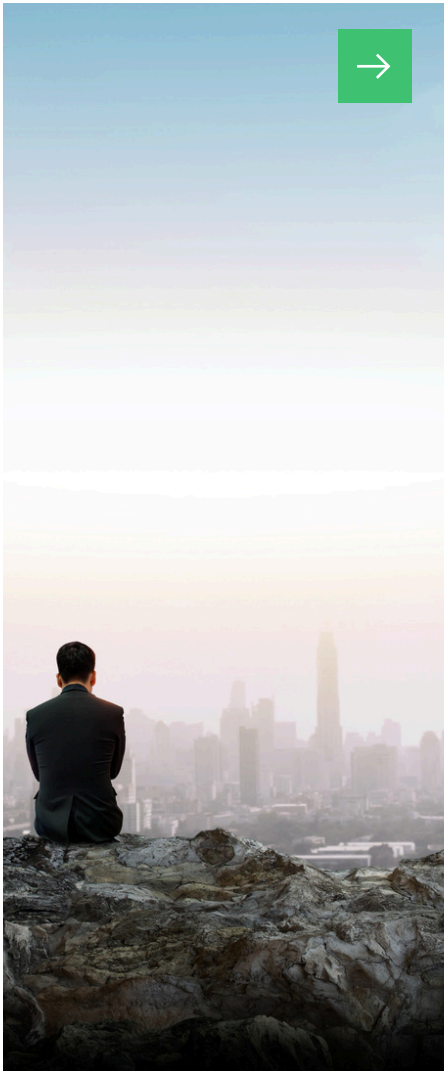


Introduction



As a Finance Director or Senior Accountant, you're already playing a pivotal role in your organization. But even the best leaders know that growth requires reflection, focus, and action. Self-coaching is a powerful way to drive continuous improvement and remain effective in a challenging role. This guide outlines 10 practical strategies you can use to coach yourself. By implementing these actions, you can sharpen your skills, enhance your leadership presence, and deliver greater impact at work.

1. Define Your Leadership Vision



What kind of leader do you want to be? Write down your vision for your leadership style and the legacy you want to leave. Use this as your compass when making decisions and tackling challenges

2. Conduct a “Week in Review” Audit



At the end of each week, ask yourself:

- What went well?
- What didn't go as planned?
- What will I do differently next week?

This simple habit keeps you accountable and focused on continuous improvement

3. Build a Stakeholder Map



Identify the key people who influence your success—board members, operational leaders, investors, or your team. Assess your relationships with them and create a plan to strengthen communication, trust, and alignment.

4. Tackle Limiting Beliefs



Identify thoughts that hold you back, such as “I’m not strategic enough” or “I struggle with presentations.”

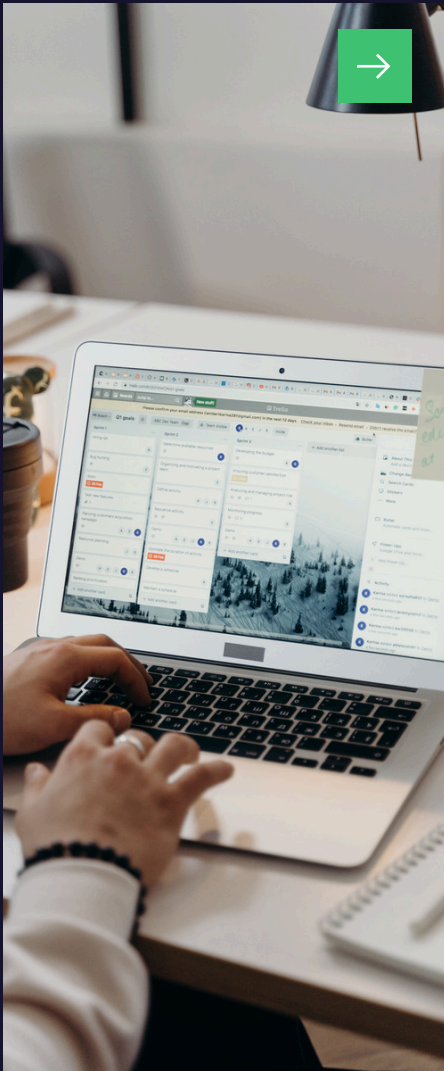
Replace these with empowering alternatives, like “I can learn to think strategically” or “I will practice and improve.”

5. Focus on Delegation



List the tasks you handle regularly. Identify at least one you can delegate to a team member this week. Delegation frees you to focus on high-value activities and builds your team's capabilities.

6. Set Quarterly Leadership Goals



Create three leadership-specific goals to achieve each quarter.

For example: improving stakeholder engagement, mentoring a high-potential team member, or driving a key strategic initiative.

Track your progress monthly.

7. Use the “Three Questions” Tool After Meetings



After key meetings, ask yourself:

- What message did I convey?
- How was it received?
- What would I improve next time?

This reflective practice sharpens your communication skills and ensures alignment with stakeholders.

8. Develop a Resilience Ritual



Create a daily or weekly habit that helps you manage stress and stay grounded—whether it's a morning walk, mindfulness exercises, or simply scheduling uninterrupted time to think and reflect.

9. Keep a Success Log



Write down your accomplishments weekly, from big wins to small victories. Reviewing this log regularly builds confidence and provides a tangible reminder of your value, especially during tough times.

10. Identify One Skill to Master This Year



Choose one skill—such as strategic thinking, influencing others, or data storytelling—that will elevate your effectiveness. Dedicate time monthly to learning and practicing it, through reading, courses, or mentorship.

Follow Up

↘ If you apply any of these actions we believe it will have a positive impact on your effectiveness as a finance leader. If you want help to achieve this success:



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Ask me about

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