

Catch the Rhythm



“Rhythm moves the music.”

Have you ever heard a song with such a catchy rhythm that it keeps replaying in your mind? Something triggers a memory, and there it is again.

I would guess you now have that song playing in your head. Pause, and enjoy it.

Catch that rhythm.

(I won't mention Baby Shark—we'd be humming it all day. If you know, you know!)

That same kind of rhythm is what we want a **cadence of coaching** to become: a rhythm that's “catchy,” that brings smiles, and moves the music forward. As executive coaches, creating this cadence is central to our role. In our [Portrait of an Executive Coach](#), the term “trusted partner” is intentionally placed at the core—because trust, built over time, is foundational. After all, it is hard to trust someone you don't spend time with. And, flipping that around, we are much more likely to trust those we engage with regularly.

Amy Cuddy in her book, *Presence*, says it well: “Trust is the conduit of influence, and the only way to establish real trust is by being present.” Building a coaching cadence is about being present for your client, fostering a consistent, comfortable rhythm that moves the relationship and their development forward.

If a “cadence of coaching” is essential, what exactly does a “cadence of coaching” mean? The answer is, “It depends.” The cadence is guided by the discernment you bring as an expert. For some clients, a weekly rhythm may be necessary. For others, the pace may stretch as they dive into reflection, growth, and action. Often, the situation at hand provides the “music” that informs the cadence needed. Your goal is to create a rhythm that helps your client flourish—bringing out their best, without missing a beat.

Just as we “see” rhythm on a sheet of music, clients should be able to “see” the rhythm you help them create, bringing their growth to life. One way to ensure this is through open conversations about your role as their executive coach. Our [Executive Coaching Partnership Agreement](#) serves as a valuable tool to initiate and guide these discussions, helping you co-create a meaningful, catchy coaching rhythm.

Finally, that rhythm should spark joy. Our goal is to add such value to our clients’ lives that they willingly engage in the rhythm of coaching, investing their time because it truly benefits them. Great executive coaches regularly check in with clients on the value they receive, often closing conversations with questions like:

- What did you learn about yourself today?
- How did this conversation impact you as a leader?
- What was most valuable to you today?
- How might I further support your growth in our next session?

This cadence, when done well, keeps clients coming back, eager to keep the rhythm going.

In the end, creating a cadence of coaching is about more than just scheduling sessions—it’s about cultivating a rhythm that supports growth, trust, and transformation. As executive coaches, we have the privilege and responsibility to guide our clients through a journey that is uniquely theirs, adjusting the rhythm as needed to meet them where they are. By establishing a cadence that feels both consistent and adaptable, we create the foundation for meaningful progress. Our ultimate goal is to leave clients not only with a sense of accomplishment but with a rhythm that continues to inspire them long after the coaching ends.

“Great coaching, like music, finds its power in rhythm—steady, inspiring, and transformative.”