

**Executive Coaching to Change Intentional and Habitual Behaviors:  
A Protocol for the Integrated Application of Cue Control and Implementation**

**Intentions**

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### Abstract

Executive coaching aims to improve work performance by facilitating behavioral change. However, executive coaching is currently characterized by a lack of theories and empirical studies that support the fast-growing practice and justify the field's expectations. The present paper tries to address this gap by reviewing behavioral change strategies and underlying theories from general psychology, and it concludes that an intervention which is directed at changing both consciously held goals and intentions, and automatically, environmentally controlled habits is most likely to be successful. A protocol is described, based on the model of feedback in executive coaching (Gregory, Levy, & Jeffers, 2008) that integrates the behavioral methods of cue control and implementation intentions with cognitive methods of goal setting and feedback.