

# Powerful Profitable Conversations in Action

Sector - Public - Local Authority

To Design, Build and Deliver an Accredited Coaching Programme



## Our Differentiation Factor

### What makes our Coaching Programme different from other programmes on the market?

We believe that Leadership more than anything else sets the tone for the organisation. A Leaders gift is the ability to deliberately model trust, confidence, compassion and integrity. Leaders are judged on how well they communicate, influence, develop strategy, make difficult decisions and inspire others. This expectation is required against a backdrop of slashed budgets, reduced headcount and lower morale and employee engagement. We help leaders develop the ability to read and interpret the dynamics in every conversation they are part of including the conversations they have with us. So, how do we tap into and bring to the surface the untapped potential in our leadership communities through the development of their coaching ability?

What makes us different is simply this, at the heart of our coaching programme design and facilitation, is the incorporation of and the active demonstration of the programme content. We encourage and support delegates to take a deeper dive into taking personal responsibility for everything we say and do in our conversations with others and the impact that this has. We go beyond the proprietary inclusion of skills development around listening, questioning, challenging, supporting - all the things you would expect in a coaching programme.

Our programme is a journey of exploration into communicative competency, using the latest diagnostics in the market as a vehicle for achieving meaningful insights into our own behaviour, motivation, talents and typical traps we are likely to fall into given our own communicative preferences. The way we communicate and have conversations is based on a deep respect for the people we are working with, alongside a commitment to empower individuals to explore their own understandings and make sense of own choices. We particularly emphasise the importance of connection and relationships.

We start with the principle of change self and everything changes.



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The Current Situation	The Challenges	Outcomes
<ul style="list-style-type: none"> <li>• A need within the business to support individual and organisational change.</li> <li>• Enable personal transformation.</li> <li>• Build future leaders.</li> <li>• Address specific problem areas (around performance).</li> <li>• Facilitate the creation of an organisational culture that values learning, creativity and continuous improvement.</li> <li>• Identification of senior staff within the organisation to be trained as “internal” coaches in order to provide a formalised coaching service on behalf of the business.</li> <li>• The need for a recognised coaching award.</li> <li>• Generation of cost savings by reducing reliance on external coaches.</li> </ul>	<ul style="list-style-type: none"> <li>• No great challenges/resistance from the business as both the sponsor and participants of the programme were 100% behind the initiative.</li> <li>• The biggest challenges occurred as the participants engaged in the programme and aspects of themselves were revealed through the coaching process.</li> <li>• Our role in helping people move from “Politeness” and ritualistic responses to helping people say what they really think and feel</li> <li>• Learning how to move through behaviour which is undertaken in a non reflective way to speaking from “I”.</li> <li>• Really practising the art of listening to others, to different viewpoints, belief systems and understanding and appreciating the roots or sources of these ideas and the individuals who were shared them.</li> <li>• Further improve conversational skills to be able to coach others without judgement, noticing the unspoken, supporting and challenging and providing a perspective on what is being said and how it is being said.</li> </ul>	<p><b>Qualitative</b></p> <ul style="list-style-type: none"> <li>• Creation of an independent pool of professional internal coaches with an accredited and recognised qualification in coaching.</li> <li>• Provision of training and tools for Leaders, Managers and Supervisors to incorporate coaching conversations into their daily work.</li> <li>• The development of internal coaching expertise as a cost effective cross functional resource.</li> <li>• Tailored coach training to meet the specific needs of the organisation’s people agenda.</li> <li>• Perceived credibility of internal coaches supporting the Strategic Leadership Programme.</li> <li>• Significant enhancement of the leadership and communication skills of the coaches.</li> <li>• Increased resources within the business to support the optimisation and investment in the Strategic Leadership Programme, enabling culture change throughout the organisation.</li> <li>• Development of enhanced coaching skills and techniques.</li> <li>• New insights into managing and supporting behavioural change in others.</li> </ul>