



Executive Coaching

Executive Coaching is an approach to enhance the personal development and performance of an individual in the context of their workplace and business goals.

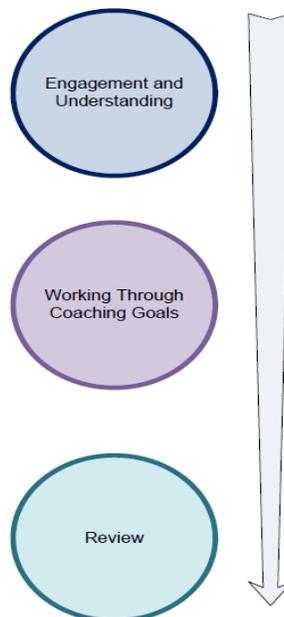
Our clients typically seek coaching to address:

- Issues affecting individual and team motivation
- Performance challenges
- Personal resilience and work/ life balance
- Career moves, both internally and externally
- Confidence
- Ability to influence stakeholders and deal with relationship challenges
- Political issues and dealing with organisational culture
- Delivery of business results

The role of the coach is to help the client to gain the insights and develop the personal resources to be better able to identify and deal with their most challenging issues and development goals and thereby to achieve his own and his organisation's goals. It is a way of supporting an individual to perform to their full potential, through an enabling series of dialogues/ interventions with an experienced and qualified Coach.

BrittendenSmith has an integrated approach; initially the coach will clarify the individual and business drivers for coaching with the coachee and sponsor/line manager. Creating this partnership between the sponsor, coach and coachee enables a clear agreement of coaching goals that will create change. The coaching relationship enables open, collaborative and confidential dialogue, encouraging the coachee to reflect on experiences, identify personal learning and plan actions to develop skills and achieve the coaching goals. Establishing a review mechanism ensures an appreciation of progress, a shared responsibility to increase the effectiveness of the coaching and a commitment to achieve a return on investment.

Process of Coaching





Stage 1: Engagement and Understanding

- Discuss drivers for potential coaching and establish whether coaching is the most appropriate solution.
- Agree how we can work together, based on the coachee agenda.
- Establish who is involved, roles of the line manager and sponsor.
- Confirm whether the 'chemistry' is right between coach and potential coachee.
- Set timescales, usually 6 sessions, over 9 months, every 6 weeks, reviewed after 3 sessions
- Agree logistics and process
- Outline the cancellation policy
- Agree documentation involved in the process

Stage 2: Working through Coaching Goals

Initial Meeting/s

- Establish the coaching goals; meet with sponsor/line manager
- Understand the measures – how will we know when goals have been achieved?
- Agree expectations

Ongoing Meetings

- Work towards achieving the agreed goals
- Constructively challenge blocking behaviour/mindset/thinking, etc
- Agree actions between sessions.
- Review actions agreed at the last meeting and additional learning.
- Celebrate successes, acknowledge progress, highlight patterns of behaviour.

Stage 3: Review

- Review progress against agreed measures at agreed timeframe with coachee and sponsors.

Supplementary Tools:

- Psychometric instruments; 360 feedback; development models; performance tools; etc

Our Commitment

We will only take on a coaching assignment when we genuinely believe we can help the individual in their development and performance. All of our coaches abide by our code of ethics and have regular supervision of their coaching practice.