

COACHING FOR IMPROVED PERFORMANCE

Imagine how successful your business could be if everyone performed to their full potential!

Many people face performance challenges that can only be met with one to one support. Unfortunately, this needs the commodity you are most short of – management time. Even if you had the time, it is unlikely that internal support would be the ideal solution; there are too many barriers and distractions.

Have you considered using external coaching support to those of your staff who:

- Have been identified as high flyers?
- Are not performing to their expected potential?
- Have been given new responsibilities or been asked to take on leadership roles?

Coaching is also appropriate for senior people like you because it is often difficult to discuss the issues that influence personal performance with your boss, peers or HR staff. Would having a supporter who is totally committed to helping you achieve your full potential be useful?

Many highly qualified, skilled and capable individuals fail to achieve their full potential. They are gifted and able to perform adequately, but often leave themselves and their managers feeling frustrated and short changed.

Conventional training and development often has little effect because these people are not short of skills or knowledge; they often lack only vision, direction and motivation to get them over the barriers that hold them back.

Coaching for performance is a structured one to one process that helps candidates clarify their goals, identify the beliefs that hold them back and provides effective strategies for step changes in performance.

Senior managers rarely have the time to provide the one to one support that developing managers need. Even if they have the time, they may not have the necessary skills, organisational culture and formal relationship issues may cloud the issue. It is difficult to discuss ones shortcomings and fears openly and frankly with even the most supportive of “bosses”. This is where an external coach can help by providing a detached, realistic view and focusing solely on helping the candidate succeed.

The Evidence

Research has shown that coaching has a greater and more sustained impact than traditional training. With 88% of delegates showing improved productivity with training and coaching compared to 22% with just training.

A Matrix-Global study of coaching effectiveness showed a 529% Return on Investment

Similarly, Manchester Consulting found

- That the Return on Investment was almost 6 times the cost
- 77% of delegates claimed there was impact on at least one their key business measures
- 60% of delegates identified specific financial gains

Service Description

What is coaching for performance?

“Coaching is unlocking a person’s potential to maximise their own performance. It is helping them to learn rather than teaching them”

John Whitmore

“An ongoing professional relationship that helps people produce extraordinary results in their lives, careers, businesses or organisations. Through the process of coaching, clients deepen their learning, improve their performance, and enhance their quality of life.”

International Coaching Federation

The coaching process allows participants to improve their performance by helping the individual to:

1. Develop clear and compelling goals that are currently out of reach but not out of sight
2. Examine personal strengths and weaknesses
3. Create and enhance their self-esteem, self-confidence and beliefs so that these objectives can be met
4. Highlight limiting beliefs and behaviours so that these can be attended to
5. Produce challenging, achievable, practical improvement plans
6. Increase their motivation to take action
7. Reflect on their performance
8. Hold themselves accountable for their performance
9. Uncover, acquire or develop the skills and capabilities they need to succeed
10. Maintain motivation in the face of challenges, disappointments and obstacles.

The Coach’s role is facilitative, motivational and supportive.

Approach

A typical coaching assignment starts with an initial meeting with the candidate to check that adequate rapport can be established and to begin the process of establishing trust. Assuming that this meeting is successful, we are normally engaged to work with each candidate for a specified time period [six months to one year] with regular review meetings.

Coaching sessions are initially held on an approximately weekly basis and are typically around an hour in duration. The candidate leaves with some specific actions to address issues raised in the session and to facilitate learning. Later in the process, the sessions may become less frequent. Similarly, the content is normally general at first but becomes more focused as areas of concern are highlighted.

It is normal to have regular review meetings to assess progress and review direction.

Since it is critical that candidate / coach confidentiality is maintained, management reviews are focused on the process and outcomes rather than the content of the coaching sessions. Candidate feedback into the process is also critical, although for similar reasons, this is typically directed through the coach.

Testimonials

Independent Consultant

"..... the meeting yesterday was brilliant and I really appreciate your help. I applied the ideas in a meeting I had afterwards and had a totally different outcome from usual."

"Thanks for the meeting, it was really useful and has made me focus on the issues. It felt challenging and uncomfortable - the desired effect I guess."

Operations Manager – Project Management Company

"My personal coaching sessions have been very beneficial; time taken from a busy schedule to carefully consider a number of issues has definitely been worthwhile."

The coaching sessions have instigated focused consideration of a number of issues that have not normally been given a second thought. This has proved beneficial, and in some cases surprising, but worthwhile."

One to one mentoring on specific issues associated with time management and delegation has benefited my performance by promoting a more considered response to particular circumstances."

The coaching sessions have boosted personal development and improved my day to day business performance by guiding the development of tailored solutions for events specific to my environment and personality"

Head of PR – University

"Jim is very good at identifying and diagnosing problems and suggesting practical solutions. He has provided me with a set of diagnostic tools to help me assess the strengths and weaknesses of the way I work."

QA Manager Software Development Company

"An Eye Opening experience, made all the more enjoyable with Jim's friendly approach and manner; I would recommend it to anyone"

Marketing Consultant

"Jim helped me realise my potential and motivated me to a totally different level than other techniques I have tried in the past – Powerful Stuff!"