

Business Coaching

“*The process of helping others to enhance their effectiveness in a way they feel helped*”



How do you develop the behaviours and people you need in a high performing business?

Some facts...

79% of firms use coaching to develop staff
Of these, 80% seek to develop a coaching culture in their business

The three main drivers for starting coaching initiatives: improve business or individual performance (72%), support change (44%), support ongoing learning and development of staff (43%).

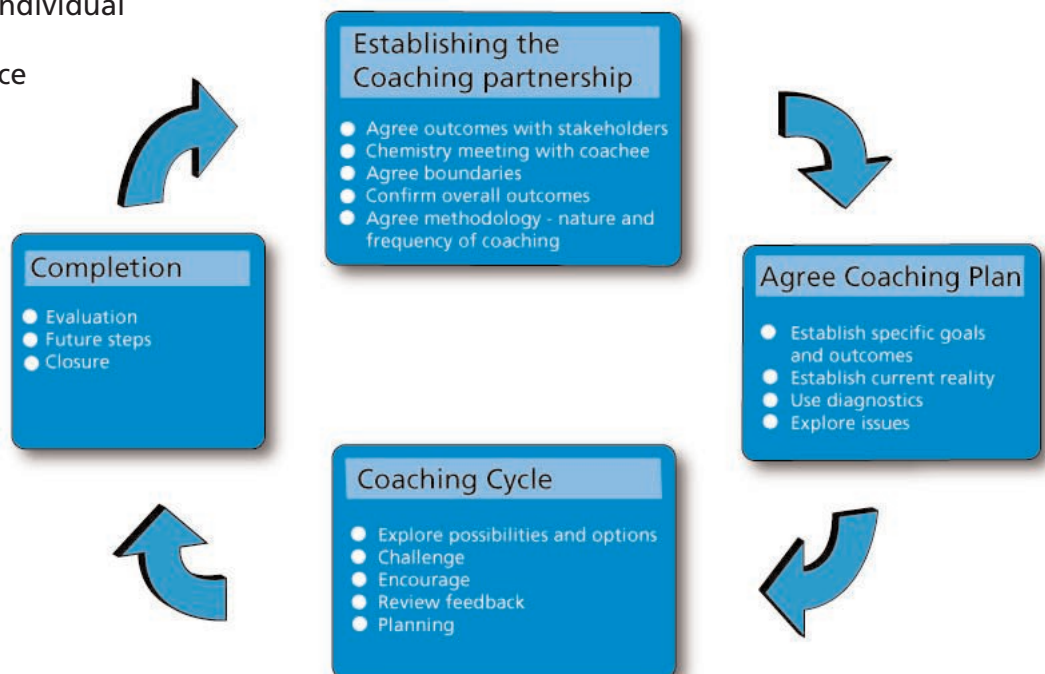
Source: Chartered Institute of Personnel and Development: Annual Learning and Development Survey 2006

Our approach to business coaching

Quite simply, coaching is about getting the very best out of someone and enabling them to make decisions that will improve their business performance.

Our approach to coaching includes a free initial consultation with all the stakeholders to agree the objectives and parameters for the coaching session. This ensures that the purpose and chemistry are right.

After that, a more detailed fact finding meeting is held with the individual and subsequent coaching sessions agreed face-to-face and/or telephone based to suit the circumstances.



“Ian has helped me understand better my preferred learning style and how I process information. This gave me a clearer idea of my strengths, weaknesses and preferences which I feel is a great benefit”

“Although as a HR professional, I knew quite a lot about this type of process, I have found that the activity has been very beneficial. I’m quite self-aware, but sometimes lack confidence. My coach enabled me to take a more emotionally detached approach to some key business interventions which I believe have had a dual benefit to myself and my business”

Case studies.....

example 1

A large financial services firm was looking to build an internal team of coaches to remove some of the regulatory burden from line managers. We worked with them to select staff for the coaching role and put in place a structured development programme to develop and supervise the coaches.

example 2

The behaviour of a director was undermining effective relationships with his colleagues and direct reports. Using interviews and a diagnostic questionnaire, the coach and individual worked together to identify and develop a more inclusive and flexible management style. The ongoing use of 360 degree questionnaires demonstrated the sustained change in behaviour.

example 3

A senior sales manager was having difficulties achieving team sales targets. Through 1-2-1 coaching, he was able to develop a more cohesive strategy for managing his team of remote salespeople. The coach designed feedback forms to clarify and identify blocks within the team and then worked with the manager address these. This contributed to an improvement in team sales performance of over 15%.

What we do.....

- Coach individuals to enhance performance
- Work with businesses to create and promote coaching behaviours
- Train line managers to coach to meet business and regulatory requirements

Our credentials.....

Coaching qualifications

It is important that people who coach (like other professionals) do so to the very highest standards. All of the coaches we use have a recognised coaching qualification. Depending on the circumstances, they also have Financial Services experience or otherwise as preferred. Ian Patterson, for example, was one of the first people to qualify for the prestigious part-Masters Advanced Certificate in Coaching and Mentoring offered through the Chartered Institute of Personnel and Development

Range of commercial experience

In addition to this, all our business coaches are experienced at working with middle and senior management, hold other qualifications (e.g. NLP practitioner) and have extensive experience of the commercial world.

Research

What's more, we have undertaken research to better understand how line managers view coaching: their attitudes and behaviours. This gives a valuable insight into their perceived skills and barriers to coaching (see our website for a summary of this research).

Taking the next step.....

To discuss your coaching requirements, call us today on **01253 732298** or email info@pstgroup.co.uk or visit our website for further details of our coaching and our research at www.pstgroup.co.uk.

“Ian enabled me to be more focussed without dictating a rigorous process that I would not follow. He therefore pitched his interventions at a very appropriate level.”