

nicholson mcbride

COACHING

Working with individuals.
Maximising potential.



What is coaching all about? Coaching is about working one-to-one, helping individuals to improve their performance in particular areas and to rise to new challenges.

The need for coaching might be triggered by: a particular event, "I need help in getting that promotion"; the desire to work on a specific attribute, "I need to get better at..."; or the need to meet a specific challenge, "I want to be successful in achieving..."

Example assignments include:

- Developing people management skills
- Taking on a new role / team
- Understanding myself and my impact
- Understanding others
- Securing promotion
- Leading strategic change

Our coaches

Our coaches have the skills and experience to operate at all levels, from CEO downwards. All are highly qualified and chosen for their relevant industry experience. Each coach combines an in-depth understanding of the psychology of people and of organisations, with a reasoned and pragmatic business outlook.

Our overall approach

We don't have a set formula. We design an approach for each individual. It is always practical, action focused and grounded in the business.

The goal is to address and evolve behaviour, beliefs and attitudes, and to develop specific skills as required.

The coaching journey

- 1 Understanding the current situation
- 2 Establishing the individual's objectives for coaching
- 3 Agreeing measures of success
- 4 Setting priorities for change
- 5 Creating a strategy for change
- 6 Harnessing strengths
- 7 Identifying barriers and working to overcome them
- 8 Creating personal ownership of change – ensuring it is sustainable after coaching has finished

Content and techniques

The content and techniques we use vary according to need. They will consist of:

- Traditional coaching: using carefully crafted questions, observation, challenge and debate
- Drawing on our broad database of knowledge on management and leadership techniques, including

delegation, time management, influence and persuasion, conflict handling, etc.

- A wide range of different techniques at our disposal, including:
 - Positive mental attitude techniques to help individuals get into the right frame of mind.
 - Mapping out personal patterns, understanding the impact they might have, and intervening if they happen, to prevent negative developments
 - Role play / simulation and feedback.
 - Personality questionnaires designed to deliver insight into self and others, to help with relationship building and influencing others
 - Tangible action planning (for intangible development targets).

Measurement

Measures of success are set in the context of the individual's business, agreed with the individual up front and used to monitor progress. We also measure personal satisfaction and personal commitment, based on the completion of agreed actions, as well as shifts in others' perceptions of how the individual is performing. Mechanisms such as repeating 360° feedback can be used. We can design and carry out 360° feedback at the start and end of the coaching process, or tap in to existing 360° feedback mechanisms.

A sample approach

A typical coaching relationship might run over six, monthly sessions.

