

FORD CONSULTING

Coaching

Frequently Asked Questions

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What is coaching?

There are many different types of coaching and therefore numerous definitions. The type of coaching that we focus on is leadership and executive coaching which concentrates on working through work/career related problems or issues in order to unlock individual potential and maximise performance.

Through confidential discussion and reflection in a relaxed, safe atmosphere we will help you to:

- Identify issues to work on
- Establish priorities
- Set goals
- Decide how best to achieve your goals
- Recognise and acknowledge your success

Coaching is not about telling you what to do but helping you to discover more about yourself, your performance and your work relationships in order for you to make your own decisions as to the best way forward. It is about helping you to believe in your potential and providing you with the necessary encouragement and support.

Coaching is about challenging the way you think, work and interact with others and about discovering new more effective, exciting or innovative ways of achieving your goals. It's also about changing. Not standing still, but moving on and, if desired, moving up or out.

Most importantly it is about you, your aspirations, your challenges, your solutions and your success.



When could I use coaching?

Coaching can play a major role in many different situations but can be particularly beneficial during times of change. For example when you are new to an organisation or have just received promotion to a more senior role.

It can also help you to:

- Develop specific skill areas
- Overcome situations which you find particularly difficult
- Develop your leadership potential
- Plan your career
- Manage planned, or not so planned, personal or organisational change

How can coaching help me?

Undertaking leadership and executive coaching can bring the following benefits:

- A greater understanding of work issues and how to manage them
- Greater self-awareness – what you want, where you want to go and how you'll get there
- Greater personal satisfaction
- Significant personal development
- Enhanced performance
- Achievement of goals
- Improved leadership skills
- More effective interpersonal skills
- Reduced stress levels
- Being better equipped to manage change

How could coaching help our organisation?

Coaching brings many organisational benefits including:

- Improved leadership
- Improved staff engagement
- Increased staff satisfaction
- Reduced staff turnover
- Increased efficacy of other development initiatives
- Enhanced performance and productivity
- Superior competitive advantage

Why should I choose coaching over other development methods?

Coaching is tailored to your individual and organisational needs and is therefore more likely to achieve the outcomes you desire than other generic development initiatives. It provides an opportunity to develop skills or change behaviour over a period of time in the environment in which they will be required and as such can help you to put theory into practice.

The psychological approach we use identifies barriers and blocks and works to overcome these resulting in longer lasting results than some other training related courses. Coaching provides both challenge and support and because it facilitates reflective learning and reviews progress over time it ensures that desired outcomes are met.

Why Should I choose Ford Consulting?

At Ford Consulting we only provide qualified, accredited coaches. All our coaches belong to a professional coaching body (AC, EMCC and ICF) and abide by their code of ethics. They meet professional best practice guidelines including attending for supervision and maintaining continual professional development and

have significant experience of working in a variety of organisations in the private, public and voluntary sectors.

Our coaches are skilled at building good trusting relationships which facilitate open frank discussions and lead to greater self-awareness and thus learning. As external coaches we bring also an objectivity which can make feedback and challenge easier to accept. We are highly professional, maintaining an elevated degree of confidentiality at all times.

We are highly organised, keep sound records, develop helpful support material and deliver informative reports where requested. We are reliable and deliver desired results to meet agreed deadlines with a good track record. Above all we are passionate about individual development.

What sort of things can I work on with a coach?

Leadership and executive coaching focuses on work / career related issues. Usually these fall within four categories:

1. Skills and performance
2. Personal development
3. Leadership
4. Work / life balance

Examples of things that could fit into these categories are shown below but are no means exhaustive. They may help you to choose one or two issues that you would like to resolve, change or develop with the help of a coach.

<p>Skills and Performance</p> <ul style="list-style-type: none"> • Learning a new skill • Making an importance business decision • Changing or developing your management style • Improving your personal performance 	<p>Personal Development</p> <ul style="list-style-type: none"> • Resolving a conflictual relationship • Developing your emotional intelligence • Developing greater self-belief and confidence • Dealing with change • Progressing your career
<p>Leadership</p> <ul style="list-style-type: none"> • Preparing for a future role • Becoming a more effective leader • Managing organisational change • Developing your influencing skills • Building a higher performing team • Becoming more strategic 	<p>Work / Life balance</p> <ul style="list-style-type: none"> • Finding greater satisfaction & meaning at work • Discovering what you really want from life • Making a major life change

Other sources that might help you decide what you would like to work on include feedback from your manager, staff or peers, comments raised in appraisals or performance reviews, your personal development plan / portfolio or your reflective diary.

How does coaching work?

Our coaching programmes follow a process of raising awareness, setting goals, exploring options and planning actions. This is achieved through informal dialogue, facilitative questioning, constructive and objective feedback, challenge and the building of an open, honest, trusting relationship.

Where appropriate, relevant models and tools are used to identify key factors such as learning style, management style, emotional intelligence, strengths, motivators, drivers and so on.

Who can be coached?

Coaching can be used for individuals and teams who are willing to be coached and want to improve and learn. It is suitable for individuals at all levels of an organisation from shop floor supervisors to CEOs.

It will be more successful if these people are motivated to change, willing to experiment, open to receiving feedback and have an intrinsic desire to grow and develop. They need to be prepared to set aside time to prepare for sessions, reflect on what they have learnt in sessions and carry out any agreed actions.

Can anyone be a coach?

Anyone can learn to use coaching skills and at Ford Consulting we run workshops helping managers to do just that. However, to be a full-time coach we feel it is necessary to:

- Be qualified to coach, through recognised training and/or quality experience
- Have relevant coaching and business experience
- Have a positive track record
- Be flexible in their approach
- Be able to draw upon models, techniques and frameworks from a wide range of theoretical backgrounds
- Belong to a recognised professional body
- Follow ethical guidelines and standards
- Receive suitable supervision
- Possess professional indemnity insurance

All coaches working for Ford Consulting meet these criteria.

What forms of coaching do you offer?

We offer coaching for individuals sponsored by their organisations and for individuals wanting independent coaching for themselves. Much of our coaching is delivered face to face but we also offer telephone coaching and coaching via Skype. It is possible to receive a mix of face to face and telephone / Skype coaching if that fits best with your circumstances.

How long do coaching sessions last for?

We usually plan for face to face coaching sessions to last for one and a half to two hours and for telephone sessions to last for about one hour. However, shorter or longer durations can be arranged to suit you.

How often do coaching sessions occur?

The frequency of the coaching sessions will be agreed during the first session to suit both parties and the work issues involved. As a general rule fortnightly or monthly sessions help to keep progress on track without eating too much into work time itself. If you feel more frequent sessions are necessary at the beginning this can be arranged.

The coaching period is negotiable depending on the topics being worked on and the progress being made. A coaching period of four to six months is average.

Where do coaching sessions take place?

We conduct coaching sessions in a variety of places. Often we coach people at their place of work as long as there is a suitable quiet room that we can use and not be disturbed. Alternatively Liz coaches people at her house in Harden which offers a quiet, relaxing atmosphere away from the office.

If neither of these options are possible or desirable, a third party venue can be arranged although there may be an additional cost for this.

How can I be sure that you are the right coach for me?

We offer all potential coaching clients a free of charge, no obligation chemistry session. This can either be over the phone or face to face and gives both you and the coach a chance to get to know each other and decide whether you could work together. You will have the opportunity to explain what you'd like to achieve through coaching and to ask the coach questions about how they work, their previous experience and what their availability is. The coach will explore with you how ready you are for coaching and what your preferred learning style is. They will also be able to address any concerns or anxieties you may have about the coaching process.

If you are happy with your chemistry session and want to engage Ford Consulting, a coaching contract will be drawn up. If you would prefer to look elsewhere for a coach we will be able to point you in the directions of other qualified, accredited coaches.

What happens during a session?

At the initial session we will spend time on introductions, a small amount of administration and some scene setting. We will then explore what you want to work on in coaching and develop your coaching agenda. If time allows we may also start to address some of the issues on your coaching agenda.

After that each coaching session is an individual experience, depending on your needs and the issues raised, rather than a set plan. However there will be aspects that are familiar to most sessions such as:

- Setting goals and outcomes (for the session and the issue)
- Reflecting on progress made since the last session
- Discussing feelings regarding the issue/s being worked on
- Discussing options
- Deciding a way forward
- Arranging the next coaching session

How can I prepare myself for the sessions?

Initially you can prepare yourself by identifying what you think you would like to work on and what you hope coaching can help you to achieve. We will ask you to complete a New Client Questionnaire which will help you to think about what you want to gain from coaching. You might also find it helpful to discuss this with your manager or a trusted peer/friend.

For subsequent sessions you will find it beneficial to set some time aside before each meeting to think about progress made since we last met, arising issues, things you want to discuss and how you feel about the process you are undertaking. Some people find it helpful to make short notes in a coaching journal but the main thing is to give yourself time to think.

Try to arrange coaching sessions for times when you know you will have time to concentrate fully on the coaching experience. If something crops up that means you will have difficulty completing the meeting or may be interrupted it would be better to rearrange the session.

Whenever possible arrive a few minutes early for your coaching session. This will allow you to catch your breath, gather your thoughts and get the most out of your coaching session.

FORD CONSULTING

Cairnhyll
Millbeck Drive
Harden
Bingley
BD16 1TF

T: 01535 275 451

M: 07885 312 895

E: info@ford-consulting.co.uk

W: www.ford-consulting.co.uk

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