

FORD CONSULTING

An Introduction to Coaching for Sponsors

Definition

Coaching is a systematic process that facilitates the learning and development of an individual or team to assist them in achieving their goals and aspirations. It involves discovery, challenge, action, growth and change.

Uses

I use coaching with individuals and teams to help them to get the best out of themselves and each other.

Common coaching topics include:

- Building confidence
- Developing influencing skills
- Maximising individual and collaborative performance
- Enabling change
- Communicating more effectively
- Engaging staff
- Managing the transition from doing to leading
- Connecting with others more effectively
- Unlocking potential

Description

My coaching focuses on raising awareness, setting goals, identifying actions and reflecting on progress.

This is achieved through the development of a sound coaching relationship and the use of powerful questioning, active listening, insightful challenging and the giving of constructive feedback.

My coaching programmes follow a six step process:

1. Engagement
2. Contracting
3. Assessment
4. Development of a coaching agenda
5. Delivery of coaching interventions
6. Review and evaluation

Benefits

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

Conditions for Effective Coaching

Coaching works best if:

- The coach is skilled, experienced, flexible in their approach and follows ethical guidelines
- The coachees understand coaching, are willing to be coached and want to improve and learn
- The coaching process is structured and clear learning outcomes are set
- The organisation is committed to coaching and is clear how it fits with other development initiatives