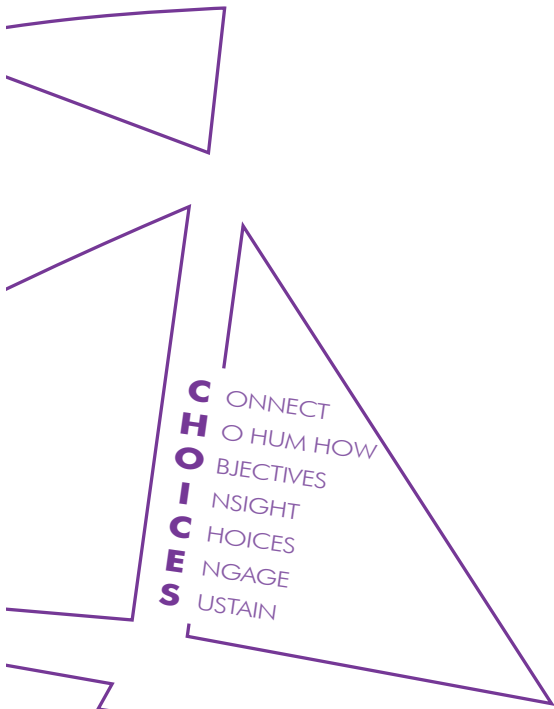


# STICKYCHANGE



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COACHING .. a passage to maximising performance

## COACHING Introduction

In both the business of life and the life of a business, everyone needs the occasional reminder of what we do best and what we could do better.

In recognising the things that we do well, by default we acknowledge that there are other things that we could improve on. Awareness of our performance is the key, however.

Ignorance can be bliss but it fails to afford us the opportunity to do things differently; to maximise our potential; to set goals for ourselves and to achieve them. Awareness gives us choice: the choice to stay as we are or the choice to change.

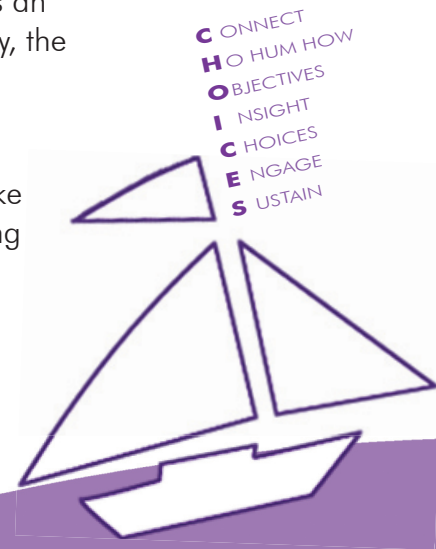
Success in an organisation is often measured by what gets delivered. Efforts to take care of the people in this environment are sometimes denigrated as being 'touchy feely'.



This erroneously ignores the primary factor – delivery is executed by people. Without motivated, engaged and competent people, performance suffers. Take care of your people and they will take care of the results.

Increasingly, personal and team coaching is acknowledged as an effective and mutual investment that reconciles, simultaneously, the need to focus on people and the task delivery.

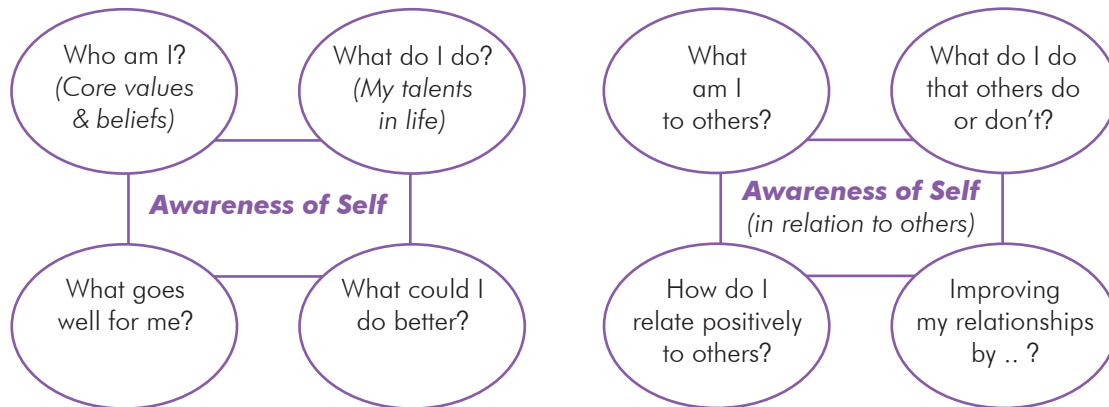
From sporadic sessions for key personnel through to a fully integrated coaching culture, organisations and individuals alike are embracing the coaching discipline as a means of furthering corporate and personal ambitions.



## The STICKY CHANGE Approach

Coaching is a journey of discovery, commencing with increased self awareness. This provides the individual with opportunity and choice: stick as they are or decide to change.

### Casting off

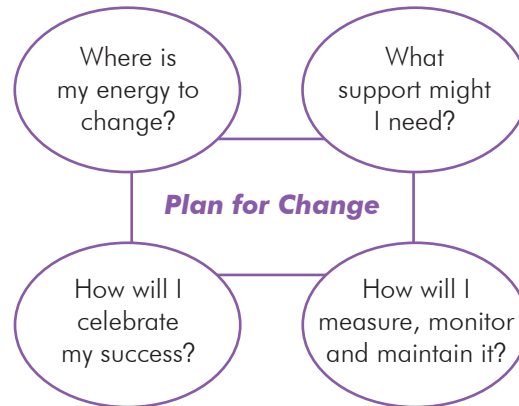


Whatever the ultimate preference, there is inherent growth and development in the process.

### *Cruising*



### *Tying Up again*



## Why does COACHING work?

Because it provides an opportunity for the individual to explore who they are and who they can be, in a non judgemental situation, without fear of retribution.

The coach maintains an impartial and confidential position, thus enabling the coachee to confront their doubts about themselves, others and/or the task.

In positive circumstances, the coaching conversation releases the energised and motivated individual to take the risks and necessary steps that will impel them not only to do their best but to achieve their best.



## The BENEFITS of coaching

Recent research indicates that there are positive business benefits for those companies that invest in developing coaching capability.

These positive benefits can be both tangible – for example, in terms of improvements in productivity, quality, customer service indicators, reduction in turnover, costs etc – and intangible – in terms of improvements in relationships with direct reports, relationships within the team, in decision making and job satisfaction.

Recent research publications highlighted how one coaching programme resulted in a 5.7 ROI, while others indicated a 53% increase in company productivity, 78% improvement in working relationships and 61% more job satisfaction.

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## The 3 ELEMENTS of coaching

### 1. The Coaching Contract

Ideally, this is a three way responsibility: the coach, the organisation and the individual. The principal elements are

- Objectives
- Access
- Preparation
- Structure
- Commitment
- Supervision
- Confidentiality
- Boundaries
- Evaluation

The mature coaching relationship is one in which both participants act with mutual trust, openness and honesty; where challenges are made to inhibiting points of view without the need for the coachee to feel defensive or criticised; where creative options are explored which may be outside of the coachee's currently perceived zone of comfort.



## **2. The Coaching Conversation**

We take a holistic approach to coaching which involves the individual paying attention to understanding not just the organisational environment that they work in but also how their personal history shapes their attitude and behaviour.

Our experience teaches us that task focused coaching is only part of the equation. While people benefit from the solution focused approach, it may have limited value in achieving long term sustainable change.

Therefore, we have the knowledge and ability to work with a range of psychotherapeutic approaches including cognitive behavioural and person centred techniques. We have been trained in Gestalt, Transactional Analysis, NLP and Emotional Intelligence.

It should be emphasised that the coachee's needs ultimately drive the approach that we employ.



### **3. The Coaching Evaluation**

It is essential that all participants in the coaching contract engage in evaluating the value and benefits deriving from the coaching. Sticky Change is keen to ensure that the effectiveness of its coaching is evaluated at all levels.

The measure of effective coaching is the continuation of the new behaviours beyond the coaching relationship and their integration into the individual's personal delivery style and interface with his/her organisation. The measurable benefits apply both on an individual and organisational basis.

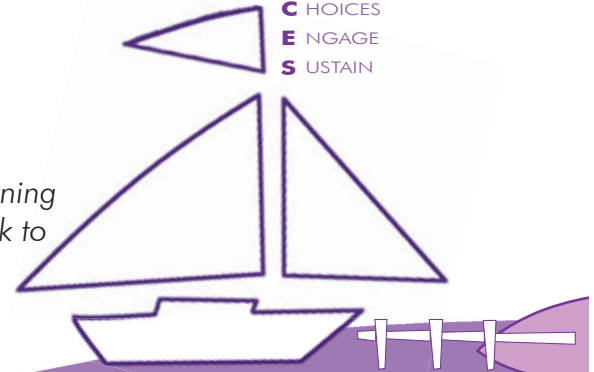


## What you might EXPECT from us

- One on one coaching
- Team coaching
- Min of 4 to 6 sessions, approximately one a month per coachee
- Multiple coaching sessions a day
- Experienced, trained and accredited coaches
- Use of individual and 360 degree interventions
- Variety of coaching models dependent on coachee's needs
- Sensitivity to coachee's concerns and worries
- Challenging, open and honest interventions
- Total integrity and confidentiality

*“Coaching aims to systematically increase the capability and work performance of the individual, by exposing him/her to thoughts, experiences and tasks that will provide relevant learning opportunities; where necessary, giving guidance and feedback to help him or her to learn from them”*

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**CHOICES** - to find out more, the choice is yours. **Contact**

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