



THE COACHING PROJECT

THE TRANSFORMATIONAL LEADERSHIP COACHING PROGRAMME

Introduction

A business can only thrive if it is led well. Leaders play a fundamental role in the health and wellbeing of a business and its people. Great leaders have the vision, shape the culture and create the environment where individuals and hence businesses deliver exceptional results.

The greatest leaders of the 21st century lead by example. They know the importance of looking after themselves physically and mentally; they have a real sense of passion and purpose in what they do, living and leading by their core values; they have high self-awareness and self-motivation whilst being acutely aware of the needs of their people and they are brilliant communicators both one-to-one and in big group settings thereby maximising their impact and influence across the business.

Programme Overview

The Transformational Leadership Coaching Programme therefore covers each of these four key areas of leadership:

SELF-LEADERSHIP	AUTHENTICITY
EMOTIONAL INTELLIGENCE	IMPACT & INFLUENCE

The programme consists of 12 x 90 minute face to face coaching sessions with 3 sessions on each of the four key areas plus a review session.

Diagnostics and profiling within each section ensure the programme is scientific, evidence-based and bespoke highlighting strengths and development areas in each section; whilst the coaching approach ensures it is highly personalised, generative and results-oriented.

The programme is normally run with individuals but can also work in a different format for small groups, up to a maximum of four.



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Outline Content

1. Self-Leadership

In this section of the coaching programme we look at self-leadership in terms of physical and mental wellbeing.

To be an outstanding leader you have to be able to lead yourself. If you nurture your body physically and mentally you will be in the best possible place to withstand the daily pressures of life and work and perform to the utmost of your ability. Moreover you will be acting as an ideal role model for your team and the company as a whole.

Clients who wish to do so can secure a FREE scientific and evidence-based assessment of their own stress responses and resilience by wearing a heart rate variability monitor. This results in a detailed personal report on stress and recovery (especially during sleep), underlying health, the impact of different activities on your levels of stress and ultimately how all these factors influence your resilience and performance as a leader.

The insights you gain are often very powerful and even small changes to your lifestyle can have a big impact on your health, energy and performance.

2. Authenticity

All too often in corporate life our true identities become subsumed. We play out a role, we model our previous bosses (good and bad) and we act in accordance with company culture rather than our own values and beliefs.

The fact is that our true identity, our upbringing, our role models and our life experiences are what make us unique, special and worth following as leaders.

So, in this part of the programme we ask the question:

Why would anyone follow you?

To that end we develop (or refine) your personal brand – your key character strengths, your core values and your purpose and mission in life and work.

- Are you playing to your strengths?
- Are you living according to your values or constantly compromising them?
- Does your work align with your purpose in life and if not, how can you make it do so?



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When you are clear about who you are, comfortable in your own skin and living in total alignment with the real you, you are at your most powerful. People will follow you to the ends of the earth and the results will speak for themselves.

3. Emotional Intelligence

As Daniel Goleman, author of Emotional Intelligence, states:

“Effective leaders are alike in one crucial way: They all have a high degree of what has come to be known as emotional intelligence. It’s not that IQ and technical skills are irrelevant. They do matter, but mainly as “threshold capabilities”; that is, they are the entry-level requirements for executive positions. But my research, along with other recent studies, clearly shows that emotional intelligence is the sine qua non of leadership.”

Thus emotional intelligence is a key factor in effective leadership and whilst much of it has been hard-wired into the brain from an early age, research has proven that the brain is highly plastic and that by stimulating new neural pathways, old habits can be broken and new skills learned.

At this stage of the transformational leadership coaching programme we therefore explore the 5 key elements of emotional intelligence:

1. Self-awareness (knowing one’s own emotions)
2. Self-motivation (marshalling emotions and getting into flow states)
3. Self-regulation (managing one’s own emotions)
4. Empathy (recognising emotions in others)
5. Adeptness in relationships (managing emotions in others)

An on-line assessment using the latest version of the world’s most popular measurement of emotional intelligence provides a personalised, scientific and comparative report highlighting your areas of strength (so that you can play to them) and your development areas ripe for the coaching process.

With greater self-awareness and determined application, this essential component of outstanding leadership can be yours for the taking.

Influence & Impact

As a senior leader your influence and impact across the business is of vital importance to its success. Your people need to listen to what you say, value what you say and act on it.



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The best way to influence others is to understand what makes them tick. What are they interested in? What are they motivated by? How do they like to work? What language will resonate most strongly with them? Etc.

In this final part of the programme we therefore use the HBDI (Hermann Brain Dominance Instrument) profiling tool to help improve your influence and impact. This is the world's leading thinking styles assessment tool used by over 2m people worldwide and by more than a third of the Fortune 500 companies in the US.

The HBDI introduces the concept of Whole Brain Thinking. By dividing the brain into four parts, it shows how we all use all four parts of our brain, but how we have often developed preferences for using certain parts of our brain over time. At times these can be quite strong preferences to the detriment of other parts.

It is an excellent coaching tool as the way you think prefaces your feelings and hence your behaviour – what you do, why you do it and how you do it.

When you know where your own thinking preferences lie and can gauge the preferences of others, you can modify and tailor your own approach, harness complementary skills and ensure your team and your company are utilising a whole-brained approach to business. When you do you will undoubtedly be maximising your influence and impact as a leader.

Programme Review

In the final session we review your work over the previous twelve months in each of the areas of Self-Leadership, Authenticity, Emotional Intelligence and Influence & Impact determining which changes have made the biggest differences to you personally and which have had the greatest impact on you as an effective leader.

We also agree an action plan to ensure you continue to embed the learning and become a truly outstanding leader.

Last but not least we discuss any other support, coaching, training etc that could benefit you going forward.

Summary

This coaching programme is not for the faint-hearted. It is an intensive 12 month programme for people who really care about their leadership skills and value their people. It is for leaders with the courage to face up to their weaknesses, the humility to accept that they are not always right and the desire to change. For those leaders, it will be truly transformational.