

Leadership Development & Coaching Programs

What do Kari Webb, Lleyton Hewitt and Kyle vander-Kuyp have in common?
Apart from being top athletes, they all have coaches to support and encourage them to achieve their personal best in their chosen careers.

Everyone can benefit from coaching to help them achieve their goals, ideas and aspirations, whether for their career, personal lives or even to reach sporting stardom!



What is coaching?

Coaching is about:

- **Facilitating change in people.** It is designed to open up possibilities to think, act and feel differently.
- **Learning.** The coach is not the teacher, rather a facilitator of learning.
- **Using evidence based psychology.** Coaching makes use of the most contemporary evidence based psychological applications and techniques to reach outcomes for individuals.

What does a coach do?

The coach's purpose is to:

- Enhance performance, productivity and well-being in the individual.
- Question assumptions, pre-conceived ideas and identify beliefs that hold a person back.
- Help the individual to build on and capitalise on their inherent strengths.
- Enhance insight and personal effectiveness in all aspects of life.

Coaching is not:

- **Coaching is not "counselling".** Coaching assumes a functional state of the individual to begin with and is designed to augment individual performance rather than rectify personal issues.

Why do employers use coaching?

Coaching is not a new concept per se. In many ways coaching has been around for well over a century in the form of sports coaching. However only in the last 10 years or so has coaching been adapted and subsequently employed in organisational settings. For many years, tools such as performance management counselling, skills development, training and goal setting (KPI's) have been used in the workplace. While these are all useful aspects of people management, coaching is unique in the sense that it is collaborative, self directed, empowering and holistic. The use of coaching programs is now widely adopted in many mid to large-scale organisations.

*“Coaching for vibrancy,
creative ideas and inspired
thinking in business”*

What are the benefits to an organisation in using coaching programs?

- To develop individual performance and personal effectiveness.
- They see a demonstrated return on investment.
- It delivers productivity increases to the organisation.
- Coaching facilitates personal and professional growth in the individual.
- It enables an individual to ultimately “self coach” rather than rely on others.
- Coaching enhances the organisation’s ability to attract and then retain talent.
- To develop leadership capability within the business.
- For succession planning purposes.

Who is it designed for?

While coaching has typically been provided for senior executives, line managers and supervisors, coaching can be suitable for any individual within an organisation where personal performance impacts on business outcomes.

“Developing people through effective leadership coaching”



What outcomes can a person expect from the coaching process?

In many respects, the individual will get out what they put into it. “Buying into” the process is obviously linked to the outcomes an individual can expect. Clearly, many participants will be motivated at the chance to make substantial changes to their working or personal lives whereas others will remain entrenched in self-defeating patterns or believe they are already “on track”. To that extent, the organisation should expect many people to benefit substantially from the process and also expect a minority to get little perceived value from the coaching.

In our experience, some 80-90% of people do get significant value from a development program. Many employers look at coaching to achieve frontline management competencies within their organisation and develop “soft skills” to support technical abilities. Everyone has a real chance to make either minor but valuable changes to their lives, or significant career and personal transformations.

What is the coaching process?

- PsychWorks Partnership offers flexible and tailored coaching programs. Our programs are typically designed to extend over a 12 month period for each participant but are driven by individual needs and can be shorter or extended to suit the individual.
- Generally 2 sessions are held in the first month along with a full psychometric personality assessment and leadership development profile. It may also incorporate a 360 degree appraisal.
- Scheduled monthly meetings between coach and participant. Up to 12 meetings are allowed for in the program usually lasting approximately 1-1.5 hours each session.
- Participants are asked to work with the coach to identify goals for each session and measure outcomes along the way. As part of the process, a gap analysis is produced between the individual and the leadership competencies that define "high performing leaders".
- Sessions are generally motivating, optimistic, possibility oriented and pragmatic. At the same time, they can sometimes be challenging and confronting. Each session tends to build on each other and in many cases "homework" or "real life" behavioural assignments are set.
- Ultimately, the program is self-directed. The participant takes ownership of the process, setting their own agendas and being asked only to live up to their own expectations and what has been agreed on with the coach.
- Sessions are usually conducted off site during working hours and are confidential.

Research supports the view, that to make lasting changes in behaviour and thinking, it takes time and reinforcement. Our programs are geared to give support for enough time to enable meaningful change to occur.

Experience counts

Obviously this type of program will only be successful with an experienced and qualified coach. Many people claim to be "life" or "career" coaches having done a short course in "coaching". Many coaches are really "counsellors". They often lack the critical skills and knowledge required for the coaching of leadership development. Experience is essential.

PsychWorks Partnership employs only highly experienced corporate psychologists with business backgrounds to deliver our programs, ensuring employers and employees get the very best outcomes.

“PsychWorks Partnership offers flexible and tailored coaching programs”

Like to know more?

If you would like to know more about how our Leadership Development and Coaching programs can benefit your organisation and employees, **call us on (02) 49 332 364 or email us at contact@psychworks.com.au**