

Executive and Implementation Coaching Services

Introduction

Research from the CIPD in 2004 backed up by the University of Stamford in 2011 outlined that training alone improves productivity by only 22%. However, when coaching follows training, productivity increases to up to 88%. Our own experience shows that 90% of knowledge and skills learnt on a 1-day workshop are forgotten or left unused.

Training is about imparting knowledge, reinforcing the content of the training, and is often conducted by a **trainer** whose key skills are designed to impart knowledge, theory, experience and advice. Whereas **Coaching** is a process, which challenges the learner to apply the material to their own situation. This empowers the individual by involving the learner in creating their own solutions and then holding them accountable through timely follow up. Our **coaches** stretch individuals to think in new ways and discover abilities they didn't know they had, so buy-in is greater and the team, department or organisation becomes more resourceful.

At Benson & Company we are passionate about helping people develop to release and realise their true potential. Our coaching solutions have been developed by a team of professional coaches, who have a wealth of coaching knowledge and experience gained from working with senior business leaders around the world.

Executive Coaching - Organisations depend on leaders at all levels to lead them into a successful future. However, the road to success is more difficult than before, with invisible pressures that prevent many talented managers from fulfilling their potential.



They are under ever-increasing pressure to deliver bigger, better results, and lead their organisations through complex and ambiguous change. They are expected to manage remote teams, secure competitive advantage, anticipate customer needs - and do it faster, better and cheaper than **ever before**.

Additionally, the need to sharpen their leadership and evolve at a faster rate than ever before; they need individualised development, and support that can enable a quality of thinking and action that keeps them at the top of their game. A unique combination of leadership skills, strategic planning and personal growth.

Executive Coaching taps into the individual's unique experience, talents and wisdom. It extracts improvements; be it a new product, a new way of doing business, or a new way of interacting with and leading others. As coaching enables the individual to fulfill their potential, a coaching culture enables the organisation to do the same.

Coaching is extremely relevant to executives and leaders within a wide range of organisations. It drives a culture of high engagement and positively focused energy throughout the organisation. The process itself enables individuals to step back from daily routines and identify new solutions to the seemingly insurmountable problems that are often easier not to acknowledge.

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Personal Development

Project & Time Management

Team Building & Leadership

Entrepreneurship & Small Business

The process of Executive Coaching develops powerful leadership within organisations, promoting a constantly evolving and dynamic culture where learning and development is embraced as the norm, and all individuals understand and actively engage in their contribution to achieving the organisation's goals.

Training Courses for Managers who Coach

Our two courses, "**Coaching Skills for Managers**" and "**Coaching & Teambuilding Skills for Managers & Supervisors**", are 2-day interactive workshops for managers and leaders that give a full understanding of the tools, techniques and principles which make coaching so effective for developing others and improving productivity. They give ideas to use at once, as well as a range of insights. Completing one of these courses is an obligatory first step if you want to register on our Coaching Certification Programme which leads to the Certificate in Coaching and Mentoring (ILM Level 5).

This stand-alone workshop gives a good grounding for organisations and managers who want to use a coaching style or embed a coaching culture.

Benefits and outcomes,

- Coaching input, practice and feedback
- Principles of coaching
- Key skills the coach uses to get results
- Over 20 coaching tools and techniques
- Strategies to develop under-achievers and stretch top-performers
- Insights into the techniques and skills which make coaching so effective
- Post-course follow-up by webinar or 1:1 phone coaching
- Attendance Certificate and "Credits" towards the ILM coaching qualification

Workshop aims and objectives,

- To understand how coaching can improve the performance of leaders and teams
- To experience how coaching supports individuals in developing skills and responsibility
- To clarify goals for change in your team or organisation
- To introduce and practice the skills needed to lead others to perform effectively at work
- To consider how a coaching culture can impact specific focus areas in the organisation.

Implementation Coaching - Have you noticed that after attending a training event you may only implement two or three new ideas, and sometimes only a small improvement? And what you do implement is often abandoned before it takes root so you don't get the results you wanted. It's often due to **lack of time** – time to implement, to decide what to implement, to review the material, to plan - and **lack of clarity** on the *what* or *how* to get the best results.

Training is often in short, sharp 1-2 day modules so full implementation potential is lost in the day today activity back at your desk.

Implementation Coaching after training ensures you create a strategic and powerful action plan using the new knowledge and skills learnt, and that you implement it fully. Taking time to think through the new knowledge so you create the right strategy makes you more productive when you implement it. And being accountable to your coach ensures you take action.

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Benefits of Hi-Impact Implementation Coaching;

- Action plans **implemented more fully**, with **more focus** and **less delay**
- Increased **accountability**
- Increased **productivity**
- Increased **can-do attitude**
- Increased **solution-focused thinking**
- **More results** visible **more quickly**.

Testimonials:

"Apart from getting some good techniques for use in meetings from my coach, the benefit (of Executive Coaching) was in spending time on tasks and decisions I had been putting off as too difficult or not urgent enough to deal with. With things where I wasn't sure what to do next, after the conversation I left with nothing standing in the way. It gets clarity. I'm forced to think more deeply. Normally in a 1:1 we tend to leap to the first solution but that doesn't happen because the coach probes more and challenges me so I fully think through implications, consequences and options, and choose better solutions."

Gavin, Director of Finance

"I've used the coaching sessions to look at things I need to do or would like to do, projects and improvements I want to consider in my work and problems to solve. Among the key insights for me is the fact that it's enabled me to condense thoughts which might have taken several weeks so as (sic) to arrive at a way of proceeding. It's very useful to be asked the right questions and to be challenged – I don't get this from others. The awkward questioning makes me think more radically and question my assumptions – sometimes they are what I need to start me thinking in a different way."

Allon, Senior Leader

"I started the coaching programme because I wanted to address some specific aspects of my communication style ... Linked closely to this and equally or more important was the opportunity to examine my leadership style and where I want to go with it. Having the space to discuss aspects of my job and leadership, in confidence, was extremely valuable. And the depth of reflection that was possible is due to the mix of questioning and feedback from my coach. Without Alison's commitment, engagement and the process itself - not a superficial process, it was demanding even exhausting – it would not have been so useful."

CEO, Global IT Company

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