



Coaching

“As human beings, our greatness lies not so much in being able to remake the world - that is the myth of the atomic age - as in being able to remake ourselves.”

Mahatma Gandhi

What is coaching?

Coaching is widely recognised as being one of the most powerful ways in which personal and professional growth can be supported.

It helps free up limiting beliefs and break the habits and behaviours that can hold us back. All of us carry our own set of hopes, needs, values and beliefs and by tapping directly into these, a skilled coach is able to work with people to unlock understanding, focus effort and realise potential.

What underpins our work?

The main benefits of coaching come from the relationship between the coach and the coachee. That's what leads to positive and sustainable changes. But that's not all – we have a huge range of resources that support the coaching journey:

- Tailored tools to aid personal discovery and to benchmark progress – bespoke questionnaires like our **Healthy High Performance Indicator** which is a normed exploration of the pillars of wellbeing.
- Our books to read – ***Staying Sane in Business*** and ***Mind Body Balance in Business***. Punchy, accessible and practical guides to becoming the best person possible.
- A carefully curated collection of resources on our leading website: **www.sane.works** – our handpicked selection of book reviews, TED talks, models, resources, and worksheets.

What is different about us?

Our highly qualified and experienced coaches are amongst the best. Each has their own unique style and all of them combine psychological understanding with critical thinking and commercial pragmatism.

It's all about the blend:

- As **psychologists**, we have a deep understanding of the complexities of human behaviour. *That's our skill base.*
- As **business consultants**, we know how to translate our insights into advice that is strategic, commercial and practical. *That's our experience.*
- As **experts in management and leadership development**, we know how to help individuals achieve lasting change and reach their full potential. *That's our understanding.*
- As **wellbeing practitioners**, we believe in healthy high performance. *That's the link between mind and body.*
- As **counsellors and therapists**, we can work with people at a deeper level. *That's what creates lasting change.*
- As **specialists**, we have in our team coaches with very specific skill sets – whether that's advising on presentation skills, dealing with pressure, building self-confidence, enhancing gravitas and impact, tackling difficult workplace relationships, knowing how to exercise, getting a good night's sleep or focusing on nutrition. *That's flexibility and choice.*

Our philosophy is that coaching is a journey and is more than a series of conversations. That's why we recommend resources to expand thinking and knowledge, and encourage our clients to try out and embed new skills. For this reason, we are available in-between sessions to talk about success stories, offer hints and tips, and to provide support and encouragement.

We recognise that one coach may not be able to offer everything an individual needs to enable them to reach their full potential. Sometimes a specialist coach is required to work on a specific goal. That's why we offer a wide range of specialists when needed.

The individual is always at the heart of our coaching and we are never judgemental or prescriptive. We believe each person has the answers to their own challenges and sometimes they just need some support along the way.

In addition to individual coaching we also offer in-depth talent assessments, psychometrics, 360 degree feedback, leadership development, team coaching and wellbeing workshops. These enable us to offer an integrated programme of support, if required.

How does it all work?

- Each of our coaches has a unique approach and style. Each coachee can have 'chemistry sessions' with up to three potential coaches of their choice so they can select the right coach for them.
- We ensure there is clear three-way contracting between the manager, coachee and coach to agree areas of focus and desired outcomes. This maximises return on investment from the budget holder's perspective.
- We involve HR to make sure our approach is in-line with other learning and development offerings.
- The manager or sponsor receives a letter of engagement outlining what is being offered and why.
- We offer three different packages of support based on seniority and budget. An overview of these can be found in the table of what is included.
- The coachee has a coaching contract so they are clear what they are entitled too. This covers topics such as confidentiality, terms and how to get the best out of coaching.
- Each coachee is sent copies of our books and workbooks, access to the Healthy High Performance Indicator and a link to **www.sane.works**.
- We recognise people have different needs in terms of the duration and frequency of the sessions and so we create a bespoke schedule based on individual needs and requirements.
- Our coaching can take place over the phone, using Teams or as 'walks and talks,' depending on the preference of the individual. Some packages include the option for face to face sessions too.
- During and after each package of coaching we monitor progress and gather feedback.

What is included?

| | 12 Month Programme | 9 Month Programme | 6 Month Programme |
|--|--|---|---|
| Contracting with sponsor and line manager and letter of engagement | ● | ● | ● |
| Chemistry sessions with a choice of up to three potential coaches | ● | ● | |
| Access to the Healthy High Performance Indicator wellbeing questionnaire and resources on www.sane.works | ● | ● | |
| Copy of our books - Staying Sane in Business & Mind Body Balance in Business | ● | ● | ● |
| Number of hours | 12 hours (typically, 8 x 90-minutes sessions) | 9 hours (typically, 6 x 90-minutes sessions) | 6 hours (typically, 4 x 90-minutes sessions) |
| Optional face to face sessions | ● up to two sessions | ● first session only | |
| Option to access specialist coaches with particular expertise | ● | ● | |
| Reasonable contact and support in-between sessions | ● | ● | |

