



## What people say about coaching

Coaching has been shown to be the most successful way for people to develop their skills and careers *and* achieve their professional and personal goals. Behind every great leader, the chances are there's a great coach.

People at the top of today's successful organisations have a coach to help them be the best they can be as individuals, to deliver, and to grow their team.

### Leaders aren't just the people at the top.

More and more organisations of every size are recognising that the key to success is to have effective leaders at every level. There's no better way to do this than to grow and nurture their own talent, so they are building leadership coaching and a coach approach to leadership into their business model.

We offer different types of coaching, all based around the Forton coaching model:

#### Leadership

Working with leaders and managers, including the Board (C-suite), under pressure to maximise productivity and deliver change; creating and communicating your vision for the organisation and for your team

#### Career

Supporting you to move on in your career, uncovering your personal strengths and interests and matching them to the marketplace, so that you achieve your next step up

#### Placement

Enabling people struggling to get back into the workplace to get placed quickly; standing out from the crowd by sharpening up your CV, networking, and interview skills

#### Performance

Addressing the issues that impact on performance; supporting you to achieve more and have better conversations that get the best from the whole team

Coaching conversations cover the things that motivate, influence and inspire us – from all parts of our lives – not just the work environment. Sustainable benefits happen when we work on our skills and intelligence, as well as what motivates us. Coaching looks at our emotional experience, as well as our intellectual life and uses these experiences as resources to support change.

*"The Forton Group enabled BT to develop an internal professional coaching faculty which has delivered significant business value both to individuals and the company. I would strongly recommend The Forton Group to any organisation looking to introduce or advance their internal coaching capability."*

Richard Cullen, BT



## What people say about coaching

“ Coaching is a conversation which supports people to get what they want, without doing it for them, or telling them what to do. The coaching conversation is an art, a science and a practice.”

(The Forton Group)

“The Coach pays attention to the whole me: my personal life, my career development and my professional and leadership responsibilities”



“The Coach’s attitude is...”

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- Non-judgmental, caring and supportive of my situation and needs
- One that creates an empathetic environment
- My coach makes me feel safe
- I can trust her/him with issues of confidentiality
- Attentive to the interaction between my professional and personal life”

“The Coach Understands ...”

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- My pressures, challenges and responsibilities
- The industry in which I work
- The tension between confidentiality in our conversations and the need for some pre-agreed form of accountability to the sponsor of my coaching”

“The Coach supports me to identify a clear vision...”

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- Challenges me to think about new ideas and perspectives
- Focuses on what I want to achieve, what ‘success’ looks like for me
- Helps me see the resources I already have access to and to identify those that will enable me, my team and my organisation to be more successful
- Supports me to mature and grow my emotional intelligence and my ability to be innovative, as well as my intellectual abilities
- Addresses my beliefs, attitudes and behaviours, in service of achieving my goals”



## What people say about coaching

“Coaching is the art of facilitating the performance, learning and development of another.”

(W. Timothy Galway, Author: The Inner Game of Work)

“The Coach works with me to identify my talents and strengths, as well as my development needs...”

- Working in ways that support my learning and communications styles
- Helping me recognise my developmental needs and supports my development
- Giving me feedback in ways that recognises my communications preferences and supports my learning and actions
- Helping me identify and set clear developmental objectives, goals and assignments.”



“The Coach reviews my progress with me...”

- Providing challenges, ‘ponder questions’ and fieldwork/homework
- Around my keeping appointments and commitments
- Following through on fieldwork/homework assignments to check for learning as well as actions
- Supporting me to practice new skills or behaviours for my personal or professional development”

“The Coach helps me achieve my goals ...”

- Helping me understand any gaps between my intentions and application
- Holding me accountable for taking actions, doing the work and creating results
- Focusing on my developmental agenda and goals
- Showing me the impact I have on others
- Enabling me to influence and engage others such that the whole team or organisation is more successful”



## What people say about coaching

### "I expect the Coach to be

- Trained in coach-specific skills and approaches; experienced and up-to-date in the field of coaching
- Using activities, exercises, tools, and conceptual models and theories that support my development
- Understanding of relevant business, organisational, economic and other concepts and issues of management and leadership – from personal experience
- Experienced in a range of educational and coaching experience in different industries
- Experienced working with executives in different sectors and at different levels inside organisations
- A member of a recognised Coaching body and is fully committed to their coaching competencies and ethics, regardless of their own coaching style and training background

Their own personal, professional & leadership experience matters."



"The Coach uses a range of interpersonal communications skills..."

- Listens more than talks; getting me to process my thoughts and ideas
- Is empathetic and trusts me to see possibilities and to have the ideas, solutions and answers
- Asks relevant, probing questions, at times in challenging ways
- Acknowledges my accomplishments
- Provides focus: brings me back to the intended outcomes of our conversations
- Does not allow their own style, preferences, and feelings to influence the coaching process.
- Models leadership behaviours and competencies with an attitude of partnership
- Demonstrates a positive and optimistic attitude



## What people say about coaching

### I understand my own role in the coaching relationship and commit to

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- Taking the time to clarify what I need and want from each coaching conversation
- Setting clear developmental goals for myself
- Reducing distractions and being fully present for each coaching session.
- Taking an active role in involving stakeholders to ensure I receive a real perspective on how others perceive me.
- Trusting my line manager's and organisation's motives recommending me to coaching and I see it as a developmental opportunity
- Use coaching is an opportunity to seize and take advantage of
- Reflecting on my own efforts and celebrating my successes
- Assessing and taking risks: doing what it takes to achieve change
- Being realistic about what I'm actually able to accomplish/gain.
- Being conscious of not trying to change or improve in too many areas at once.
- Being open to feedback from my coach
- Working on my developmental goals
- Willing to consider and explore new ideas and perspectives



*“Helen is a fantastic coach and highly recommended. She has a brilliant skill of delicately prompting you to clarify your goals and to take the practical steps to achieve them. Helen brings a real warmth to the coaching relationship, reflecting your strengths back to you so that you see the value of building on them and transferring them to a range of different scenarios. Following my coaching sessions with Helen, I can confidently say that I am more self-assured and re-energised to move forward in achieving my goals.”*

Clementine Femiola  
Strategic Lead for Equality & Diversity  
East London NHS Foundation Trust