

FAQ: Business Coaching

Business coaching (for companies with 20 - 250 employees) provides a productive 'time-out' for business owners to work **on** the business not **in** the business. Owners benefit from an independent sounding board with whom they can discuss concerns or aspirations they are not yet ready to share with their teams. Working with a coach can create focus, renewed energy and business results!



Frequently Asked Questions topics include:

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Appendix: Angela's business coaching credentials

GrowthAccelerator

Are you looking for a **Growth Coach**?

Growth Accelerator have a broader definition of a 'coach' which includes coaching, consultancy (advice), mentoring (let me show you how) and facilitation sometimes even within a single session with a client. A Growth Coach offers what we call **Business Solutions**. It's not the same as the definition of business coaching we're describing in this document.

We offer both anyway, we're just keen that you find the information you're looking for! Follow this link to our website for more information on

1. Corporate Coaching in General

1.1 What is coaching?

“Coaching is a confidential, constructive and non-judgemental dialogue aimed at encouraging, supporting and challenging people to achieve their full potential”

- *Angela Armstrong*

Coaching is not mentoring (let me show you how), consulting (advice) or counselling (psychiatric help).

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1.2 Who receives coaching?

Business owners and their key people.

“Nobody talks of entrepreneurship as survival, but that's exactly what it is and what nurtures creative thinking.

- *Anita Roddick*

1.3 Who delivers coaching?

Qualified and experienced coaches.

Buyers beware: coaching is not yet a regulated profession and just about anyone can call themselves a coach.

Angela qualified back in 2009 with The Coaching Academy, the largest provider of coach training in Europe, and she has hundreds of hours of coaching under her belt since then. Angela is also a member of the International Coaching Federation (ICF), which requires evidence of competence to join. For entry level membership to the Association for Coaches (AfC) and the European Mentoring and Coaching Council (EMCC) all you need to do is pay up to sign up!

1.4 What are the value and benefits of coaching?

... to a company:

1. **Increases productivity** through improved focus on the things that make the difference.
2. **Improves retention** by motivating/engaging key people
3. **Enhances leadership and management abilities** e.g. improves specific skills and relationships
4. **Creates a competitive edge** e.g. develops key people to take on more responsibility so owners can focus on staying competitive. Helps owners to be objective about their business and think through strategic changes before putting plans into action.
5. **Embeds new skills**, knowledge and attitudes
6. **Accelerates culture change** and behavioural shifts.

... to an individual:

1. **Improves performance** by making the most of individual strengths and abilities and providing focus.
2. **Increases job satisfaction** and personal engagement e.g. better relationships, clarity on own goals
3. **Builds and embeds specific skills** e.g. planning, interpersonal skills, time-management.
4. **Realises full potential** e.g. setting 'stretch' goals.
5. **Heightens self-awareness** and emotional intelligence
6. **Develops personal resilience and flexibility**

“Angela was calm, focused and totally committed to the task ahead. She has a great way of making people feel confident in their own ability. I felt that we had a very good rapport right from the first moment.

- *Liz Clements, confidence coach*

“Angela was excellent at letting me do the talking and finding my own way forward, but always aided me by questions that kept me focused on my goals.

- *Graeme, MD Training company*

“The reason for setting goals is to entice you to become the person it takes to achieve them”

- *Jim Rohn*

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1.5 How do you measure the results of coaching?

We address the challenge of evaluating and articulating the value of coaching by starting with well defined outcomes and building in measurement throughout the coaching process.

2. Business Coaching Practicalities

2.1 Is there a structure to the coaching session?

Each session follows a basic structure, the **GROW** model.

The coach manages the process during the discussion so that the person being coached can concentrate fully on exploring their goal, confident that by the end of the session they will have greater clarity and agreed actions.

2.2 What topics get discussed in coaching?

The coach and the client discuss any topics that the client feels will contribute to achieving the business outcomes agreed at the start of the engagement.

2.3 What about confidentiality?

Anything discussed in a coaching session is confidential. The fact that a coaching relationship exists is confidential.

An exception might arise if you are paying for someone else on your team to receive coaching. For example, some companies stipulate exceptions to confidentiality for specific trigger events e.g. fraud. Trigger events are discussed openly and agreed by everyone before coaching begins.

2.4 Where does coaching take place?

Coaching can be in person (depending on geography), on the phone or via Skype depending on your preferences, schedule and which fee we have agreed.

Some of our clients are 'nomadic professionals' who find remote coaching via phone or Skype both highly effective and convenient. The flexibility to schedule coaching into working lives that have less routine, varied locations and sometimes different time-zones is often a necessity.

Evening appointments are offered subject to availability.

2.5 What is the typical duration and frequency of coaching?

Typically clients commit to a package of 6 sessions and schedule them as required over a period of 3 to 6 months. For many clients 6 sessions are enough. Others are so motivated by the success they have achieved that they book further sessions and set new goals.

2.6 What are coaching clinics?

Some companies ask us to work with several people in their management team. For face-to-face coaching it can be more cost-effective for a company to schedule coaching clinics where the coach visits your workplace and holds up to 4 coaching sessions on the same day.

“Thanks to your coaching, I did more in one afternoon than I had done in the past month!
- *Liz Clements, confidence coach*

The GROW Model

Review the previous actions

Goals - Set a goal for the session

Reality - Look at where you are now

Options - Explore possible options

Way Forward - Agree actions

Summarising what has been agreed

“Companies are not ingenious; it's the people in them that are.
- *James Dyson*

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2.7 What are the contracting arrangements?

A short document written in plain English that includes the headings shown on the right hand side.

If you are paying for coaching for someone else (who has agreed to be coached) and do not want to reveal the financial details to them we can provide two separate coaching agreements. One with the fees, one without.

3. Getting Started

Contact Us

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Or visit the website to buy a trial session now

Buy a trial coaching session

We understand that you might prefer to have a trial run to establish that working with us is the right fit for you. We offer a trial coaching session so you can experience our approach first hand.

[Find out more](#)

Coaching Agreement Contains

- Role of coachee
- Role of coach
- Expected outcomes
- Coaching approach
- Coaching package
- Fee and payment terms
- Review
- Privacy
- Confidentiality
- Logistics (face-to-face/phone)
- Additional backup (email support)
- Open and honest communication
- Termination

“I am now in control and shaping events rather than reacting to them, coaching has been my catalyst from thought to action”

- *KH, MD photography company*

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Angela Armstrong's business coaching credentials

A client said recently *"you see things from my perspective and seem to care about me as well as the results"*. It's true. I want to support people to succeed in all areas of their life.

I guide my clients to get clarity on their desired outcomes and help them to explore all the alternative options. I offer support and encouragement as well as 'tough empathy'; I challenge my clients to do the things that will most improve their performance.



Experience

Angela gained a degree in computer science during the internet boom; her first career was as a university lecturer. After completing her PhD with the Defence Research Agency she worked at a software house developing complex B2B websites.

Although a 'geek' by training Angela always considered computers to be just a tool to meet a business need. She studied for a business degree at weekends and went to work for Accenture, a large management consulting firm. Her role as a change manager was to support the workforce through significant changes to people, process and technology for companies that were growing, downsizing or working differently. She trained as a coach so that she could better support the leaders of change to 'walk the new talk' and lead by example.

Whilst at Accenture Angela delivered senior leadership programmes internally and externally. More recently she enjoyed developing 1st time line managers at Rolls-Royce.

As a business owner and coach her approach is to clarify at the outset what would be a successful outcome for the client and for their business. An intuitive coach, she is good at getting to the crux of issues and keeping her clients focused on actions that drive business results.

In the last 20 years Angela has gained experience working with companies of all shapes and sizes in the public and private sectors in industries such as technology, engineering and several creative industries.

Angela also works with GrowthAccelerator as a registered and approved GrowthAccelerator coach she also supports GrowthAccelerator through the provision of Leadership and Management training.

Coaching is a productive 'time-out' for business owners to take stock and then move forward with clarity and purpose.

Professional Expertise //

In addition to coaching business owners and their management teams, Angela delivers 1-day training courses on building trust, personal resilience and leading change.

Selected Client Companies //

Obsession Salon & Spa
MD of a photography company
MD of a public relations company
MD of a training company
Numerous clients who are self-employed.

Qualifications //

BSc, PhD, MBA
Diploma in Personal Performance
Coaching (Distinction)
Diploma in Corporate and Executive
Coaching (Distinction)
International Coach Federation (member)

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"I am now in control and shaping events rather than reacting to them, coaching has been my catalyst from thought to action"

- *KH, photographer*