

FAQ: Corporate Coaching

Coaching is powerful and enabling. It focuses on individuals and seeks to enhance their natural abilities within the context of your organisation's current and future growth needs.

Frequently Asked Questions topics include:

1. Corporate Coaching in General

- 1.1. What is coaching?
- 1.2. Who receives coaching?
- 1.3. Who delivers coaching?
- 1.4. What are the value and benefits of coaching?
- 1.5. How do you measure the results of coaching?

2. Corporate Coaching Practicalities

- 2.1. Is there a structure to the coaching sessions?
- 2.2. What topics get discussed in coaching?
- 2.3. What about confidentiality?
- 2.4. Where does coaching take place?
- 2.5. What is the typical duration/frequency of coaching?
- 2.6. What are coaching clinics?
- 2.7. What are the contracting arrangements?
- 2.8. Who is involved?

3. Getting Started

Appendix: Angela's corporate coaching credentials



“To develop and nurture talent of the future organisations must seek out staff that can grow and develop into roles, developing not just technical skills and job experience but also interpersonal skills. Coaching is one of the most powerful methods of developing these skills”

- *Journal of Workplace Learning*

1. Corporate Coaching in General

1.1 What is coaching?

“Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximise their personal and professional potential”

- *International Coaching Federation*

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

“After only 3 coaching sessions I have already increased our team's achievement of sales from 91% to 96% of target”.

- *JH, National Sales Manager for a plastics manufacturing company*

T: 01543 439562

E: info@angelaarmstrong.com

W: www.angelaarmstrong.com

1.2 Who receives coaching?

Leaders and managers at all levels

Leaders and managers at all levels can impact performance and brand reputation, for better or worse.

High-potential performers

Individuals with a good performance track record and an expected career trajectory of a promotion every three years are motivated and engaged and act as role models for company values and behaviours.

1.3 Who delivers coaching?

In many organisations line managers supported by internal coaches are responsible for the delivery of coaching to the workforce.

Qualified and experienced external coaches are more often used for design and delivery of coaching programmes as well as providing coaching to high potential individuals and leaders at all levels.

1.4 What are the value and benefits of coaching?

... to an organisation:

1. **Increases productivity** through improved communication, teamwork and collaboration
2. **Improves retention** by motivating/engaging key talent
3. **Enhances leadership and management capability** e.g. improves specific skills and relationships
4. **Creates a competitive edge** e.g. develops future-fit leaders and informs succession planning
5. **Embeds new skills**, knowledge and attitudes
6. **Accelerates culture change** and behavioural shifts

... to an individual:

1. **Improves performance** by leveraging individual strengths and abilities
2. **Increases job satisfaction** and personal engagement e.g. better relationships, clarity on own goals
3. **Builds and embeds specific skills** e.g. interpersonal skills, time-management
4. **Realises full potential** e.g. ownership of career progression and personal development plan
5. **Heightens self-awareness** and emotional intelligence
6. **Develops personal resilience and flexibility**

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.

Visit our website to download an Executive Summary of “**The value and benefits of coaching to an organisation and individuals**”
www.angelaarmstrong.com

T: 01543 439562

E: info@angelaarmstrong.com

W: www.angelaarmstrong.com

2. Corporate 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 coachee discuss any topics that the coachee 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.

Some organisations stipulate exceptions for specific trigger events e.g. fraud. Trigger events are discussed openly and agreed by all parties at the outset.

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 different time-zones is often a necessity. Evening appointments can be arranged 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?

For face-to-face coaching it can be more cost-effective for an organisation to schedule coaching clinics where the coach visits your workplace and holds up to 4 coaching sessions on the same day.

“The goal of coaching is the goal of good management: to make the most of an organisation's valuable resources”

- *Harvard Business Review*

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

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

- *Angela Armstrong*

T: 01543 439562

E: info@angelaarmstrong.com

W: www.angelaarmstrong.com

2.7 What are the contracting arrangements?

There are two agreements (see list of contents on right):

1. The **Commercial Agreement**, which details the outcomes expected, the scope of supply, details of the coaching package and fees.
2. The **Coaching Agreement**, which details the role of the coach/coachee, quantifiable outcomes expected details of the coaching package and the practicalities of the coaching arrangements.

Both the agreements are short documents written in plain English, a standard template is used for all our clients and generally no changes are requested.

2.8 Who is involved?

With corporate coaching there are typically 3 or more parties involved

Client	Person who initiated the coaching, often a line manager
Sponsor	Person funding the coaching
Coachee	Person being coached
Coach	Person supporting the coachee in achieving agreed outcomes

3. Getting Started

Contact Us

T: 01543 439562

M: 07971 480894

E: angela@angelaarmstrong.com

W: www.angelaarmstrong.com

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](#)

Commercial Agreement Contains

- Expected outcomes
- Coaching package
- Fee and payment terms
- Coaching approach
- Review
- Privacy
- Confidentiality
- Termination

Signed by the line manager, sponsor and coach.

Coaching Agreement Contains

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

Signed by the coachee and coach.

T: 01543 439562

E: info@angelaarmstrong.com

W: www.angelaarmstrong.com

Angela Armstrong's corporate 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 greater 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 and project managed software teams in the UK, US and India.

Her ease with engaging senior executives and translating between technology and bottom line outcomes, along with an MBA, led to a career as a management consultant at Accenture.

In the role of change manager Angela delivered significant national and global £multimillion change programmes. Whilst at Accenture Angela helped build the leadership community of practice and delivered senior leadership programmes internally and externally. More recently she has enjoyed developing emerging leaders at Rolls-Royce.

As a coach her approach is to clarify at the outset what would be a successful outcome for the client and for their organisation. An intuitive coach, she is good at getting to the crux of issues and keeping her clients focused on what really matters.

In the last 20 years Angela has gained experienced working with organisations of all shapes and sizes in the public and private sectors in industries such as technology, aerospace, government, banking and transport. She has coached leaders at all levels, from directors of FTSE100 companies to first time line managers.

Angela believes that the people who come to her for coaching are capable and resourceful individuals who want support in articulating and achieving their goals.

Many of her clients say that coaching is a productive 'time-out', which increases their self-awareness and supports them to become the leader they aspire to be.

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

Accenture	HMRC
Aliaxis	Lloyds Banking Group
Barclays	Rolls Royce
British Telecom	Royal Mail
DWP	UKBA

Qualifications

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

T: 01543 439562

M: 07971 480894

E: angela@angelaarmstrong.com

W: www.angelaarmstrong.com

“After only 3 coaching sessions I have already increased our team's achievement of sales from 91% to 96% of target”.

- *JH, National Sales Manager for a plastics manufacturing company*