

# Performance Coaching

Closing the gap from where you are  
to where you want to be

No-one **needs** coaching- most people will get along fine in their lives & careers without a coach.

However, those who **want** coaching in order to reach a different level of performance will benefit greatly.

*"Paul. Some thoughts. We spoke last week some months after we formally completed the coaching programme. On reflection, the big result for me has been how I habitually operate at a higher level in my thinking and actions. I notice my response to problems is consistently from a bigger picture level rather than getting drawn in to the detail & symptoms of issues. This has created a self-generating confidence in my ability to operate from a more strategic position."*

*Phillip Williams, Director*



# Performance Coaching

## Why?

Clients hire me to significantly improve their professional and personal results - and they are interested in doing it more effectively and expediently than they might do on their own.

## Who does it work for?

My view is that no-one needs coaching - most people will get along fine without a coach.

However, those who want coaching in order to reach a different level of performance will benefit greatly.

Roger Federer is arguably the greatest tennis player in history - he has a coach.

Coaching works best for those who have a gap between where they are and where they want to be. Typically, people who find themselves no longer what they were and not yet what they could become, i.e they are in transition, benefit greatly in making the shift from one place to the other. A Coach has the time and experience to guide people through their transition. Clients are executives, managers, professionals and business owners.

## Client Benefits

- Strengthened their strengths and learnt to delegate their weaknesses
- More enjoyment and a sense of accomplishment
- Less administration, more of the real business action
- To find out how they get in the way of their own success and made requisite behavioural shifts
- Stable, managed reserves of time and energy
- Pushing the boundaries of what they thought they could be, do and have
- Be very clear on their vision, purpose and unique abilities
- Enhanced decision making ability and courage to deal with difficult situations
- Strengthened ability to connect with people and develop rich relationships
- To stop putting up with mediocrity in themselves and others

## Process

This is not a quick fix project; you will be looking at least a six-month mental commitment. Of course, if at any time it is no longer appropriate for you to be working with a coach, you can stop immediately.

To begin with, 2 x 60 minute telephone coaching calls in the first month produce the momentum to make bigger things happen and create successful sustainable habits. It's mainly a paper free process and often involves freeing you up from inappropriate work rather than giving you extra things to do.

## Why it works

The momentum and accountability keeps people on track towards their goals and stops them drifting. The coaching conversations are often the only opportunities people get to stop, take stock and course correct. It's not uncommon for clients to discover they have been enthusiastically sailing in a particular direction - only to find themselves in the wrong port.

## Complimentary session

I want clients to be able to easily find out if coaching is something that will work for them or not. With the complimentary session, they can find out if they like being coached, if they like the coach and if they think it will be something that will support them very strongly. The session takes circa 60 minutes (over the telephone) and the main aim is that they go away with something of value and a clear understanding of how coaching might help them.

## Investment

1 - 1 Telecoaching: 2 x 60 minute calls - £500 per month