



Presents

Benefits of Coaching (Whitepaper)

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Business and Executive Coaching

What is Coaching?

Coaching is a very effective way of structuring an individual's personal development. A Coach gives people confidence and the ability to move forward in a positive manner in the areas of their life where they crave change.

Coaching is about breaking down the barriers, which prevent this change from happening. It is an approach that looks at the present and sets goals for a totally successful future.

Experience has shown that by using an external coach the relationship between the individual and coach can be managed on a confidential basis, which is essential to gain the maximum benefit as we may resist discussing our hopes and dreams with a work colleague.

The ultimate aim of a coaching programme is to raise an individual's performance.

Why Coaching?

Coaching offers long-term benefits for the organisation and the individual. Coaching is ideal for individuals in new or challenging roles plus leaders, executives and managers. Below are some of the key impacts that coaching can have on organisations and individuals:

The organisation benefits from:

- Increased motivation
- Greater empowerment
- Increased productivity
- Positive corporate structure
- Improved leadership
- Better team working

The individuals benefits from:

- More efficient performance
- Development of self belief and self confidence
- Increased communication skills
- Greater creativity
- Better leadership and teambuilding skills
- Lower stress levels
- A better work-life balance

How does Coaching work?

Regular coaching, carried out on a one-to-one basis, is the most effective way to develop the potential and maximise the contribution of an individual. Providing a safe space and the time to focus specifically on each person and their key issues, a coach is a catalyst for personal and professional development. Offering perspective, focus and clarity, a coach is an objective sounding board for new ideas, accelerating growth, drawing out people's wisdom, challenging and stretching them beyond their comfort zones.

Bringing out a person's best, building competence, improving effectiveness, opening up possibilities, enhancing performance, productivity and work/life balance, one-to-one coaching focuses on specific development needs, galvanises people into action and maximises their career potential whilst optimising opportunities for business growth and transformation

Next steps

Redbeech offer a range of business and executive coaching programmes tailored to suite the need of individual clients. For more information on how Redbeech personnel can help you or your business gain the positive forward movement that coaching facilitates, visit www.redbeech.co.uk .

The programme below is designed to provide an introduction to the coaching experience meeting both personal and business objectives.

Business and Executive Coaching

Target Audience – Executive or business managers identified as individuals who will benefit from targeted coaching to release their full potential

Approximate length of programme – 4 by 45 minute session blocks

The programme consists of a minimum of four confidential coaching sessions designed to provide a positive, supportive environment where the individual can evaluate situations and explore solution alternatives that bring forward movement towards achievement and greater success.