



Case studies – Coaching for performance

Why coaching makes a difference

There's an increasing amount of research evidence that suggests that coaching can improve motivation and morale, business performance, policy implementation, knowledge and skills development, change management and leadership, as well as giving an impressive return on investment (in some studies as much as 500% ROI)¹. Coaching can help individuals to deepen their learning and optimise their innate potential. Both at the personal and an organisational level, through coaching, people experience profound results.

How coaching can improve performance

A coach understands, but clearly does not know everything about, your world and the issues you're facing. You're the expert there. Carole Appleby's approach is non-directive and she will encourage you to think in new ways, see new possibilities and develop a greater confidence in your own capability. That way you find your own solutions. And if they're your solutions, you have the means to move forward.

Coaching can cover a range of options and is tailored to meet individual needs. Not everyone is the same; some may wish to focus on specific challenges, others may prefer to be more broad brush. What a coaching programme covers is down to the individual needs, but might include:

- Your personal leadership and learning style
- What motivates you / how to motivate your team
- Your strengths, weaknesses and competencies
- Goal setting to optimise personal effectiveness
- Techniques you can use to enhance and stay strong in your self-belief and fuel your self-confidence
- Your work style when under stress – what drives you
- Techniques to keep your head under stress and handle pressure
- Effective focus and development of mental resilience
- Exploration of your personal values to help you to define your vision for the future

In addition, Blue Horizon Associates also offers MBTI personality preference assessment² using online questionnaire tools and face-to-face feedback to look at how you perceive the world and how you prefer to interact with others. The MBTI framework helps people improve their working and personal relationships in a positive and constructive way.

¹ Garvey R et al: Sheffield Hallam University - Sept 2007

² Myers Briggs Type Indicator®

Carole Appleby is a Member of the Association for Coaching and operates in accordance with the Association's Code of Ethics and Good Practice for ethical, competent and effective practice. She is passionate about helping people to be the best they can be.

Client testimonials

"As a senior manager in the NHS I am already highly motivated, but felt I needed an added boost to enhance my leadership skills. It can be difficult to know where to go for very targeted, focused advice and coaching seemed like the best solution. Carole understood the issues I wanted to tackle, and came up with a range of tools and techniques which have helped me develop new skills, hone others, and sometimes take a different approach to be more effective in my role. The coaching sessions prompted me to think deeply about myself and my outlook, which has had benefits outside work as well as within."

Glynis Alexander, Deputy Director of Communications and Citizen Engagement, NHS Eastern and Coastal Kent

"Coaching has helped increase my confidence and assertiveness in the workplace. It has also helped me recognise that I need to improve my work life balance, and ways I can do this. While coaching has been key to facilitating my development, you need a strong personal commitment to implementing what you learn. I would highly recommend it to anyone who wants to progress in their career."

Lucy Davis, Acting Head of Communications, NHS Westminster

"Coaching helped me to put things into perspective and find practical solutions to the issues I was tackling. Carole's approach is a mixture of support and challenge. She is an excellent sounding board and I learned a lot, both about moving forward with work challenges and about myself. I thoroughly recommend her."

Sue Dickinson, Inbound Supply Chain Manager, NHS Supply Chain

"I found my recent coaching programme invaluable. At the start, Carole explained everything to me so that I knew what to expect at every step. I found the leadership and learning style exercises the most valuable parts of the programme. These tools and techniques really helped to give me real insight and understand who I was and how I learned and worked best."

Yolanda Martin, Communications and Engagement Manager, NHS Leicester City

For a free, no-obligation coaching consultation and more information about how Blue Horizon Associates can help you achieve your potential, contact:

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