

What I do (how I work with my clients)



	Leadership Coaching (also known as Executive or Professional Development Coaching)	Business Consulting (also known as Business Coaching)	Life Coaching (also known as Personal Coaching)	Counselling
Intended for:	<ul style="list-style-type: none"> • Business owners • Executives • Senior managers/leaders • High performing staff 	<ul style="list-style-type: none"> • Business owners • Entrepreneurs • Businesses experiencing change (growth, decline, stagnancy, etc.) 	<ul style="list-style-type: none"> • Individuals who want to develop themselves, or solve a problem/deal with an issue 	<ul style="list-style-type: none"> • Individuals with an issue/problem to address
Who is the client?	<ul style="list-style-type: none"> • The individual within the organisation, funded by the business (or infrequently by the individual). • <i>Please note that while the organisation is the 'sponsor' and may be involved in setting the coaching goals, specific coaching discussions between me and my client remain confidential</i> 	<ul style="list-style-type: none"> • The business/organisation 	<ul style="list-style-type: none"> • Individual 	<ul style="list-style-type: none"> • Individual
Focus:	<ul style="list-style-type: none"> • Future-focused • Solution-focused 	<ul style="list-style-type: none"> • Past and future-focused (analysis of past performance before future planning). • Solution-focused. 	<ul style="list-style-type: none"> • Future-focused • Solution-focused 	<ul style="list-style-type: none"> • Often deals with the past before focusing on solutions for the future. • Problem-focused.
	<ul style="list-style-type: none"> • About the individual and their development/performance within the context of the business. • Personal development in the business context, rather than business results. • Coach assists client to find own answers/solutions. • Emphasis on personal ownership and accountability in the context of business objectives. • The organisation (sponsor) has a stake in the outcomes but the relationship is a confidential one between coach and client. • Works with leaders who also have a personal life (recognises and addresses holistic view). • Turning managers into leaders. 	<ul style="list-style-type: none"> • Improving performance of the business. • The agenda is that of the business with explicit recognition of business systems, strategy, vision, financial results, market position, competition, etc. • Guidance and strategy for business owners and entrepreneurs. • Growth, streamlining, business change. • Direction, vision, strategy. • Often provides mentoring. • Tacit expectation of measurable return on dollars invested. 	<ul style="list-style-type: none"> • Personal goals and objectives. • Works with an individual on a personal level. • The well-being and mindset of the individual. • Happiness and fulfilment is measure of success for client. • Like a personal trainer but for the mind! 	<ul style="list-style-type: none"> • Helping address and resolve personal problems/issues. • Emotional issues. • Dealing with personal or relationship issues. • Gives advice and recommendations • Counsellor has the answers -gives diagnosis and treatment. • Often a specialist in a particular area (depression, anxiety, addiction, relationships).
Practitioner Background:	<ul style="list-style-type: none"> • Experienced in proven coaching methodology. • Preferably a business background. 	<ul style="list-style-type: none"> • Has significant business experience across a broad range of disciplines. • Subject matter expert. 	<ul style="list-style-type: none"> • Experienced in coaching methodology. 	<ul style="list-style-type: none"> • Could be a counsellor, psychologist, psychiatrist, or specialist therapist.