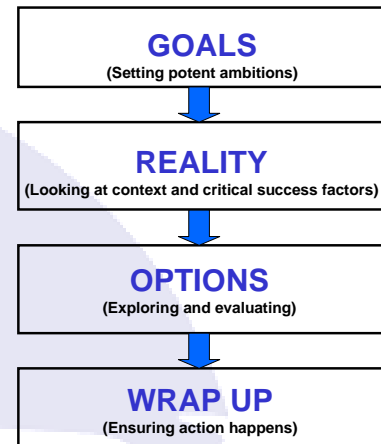


Performance Coaching

High performers know that a coach is invaluable in order to excel in a given field. A good coach will help the client to:

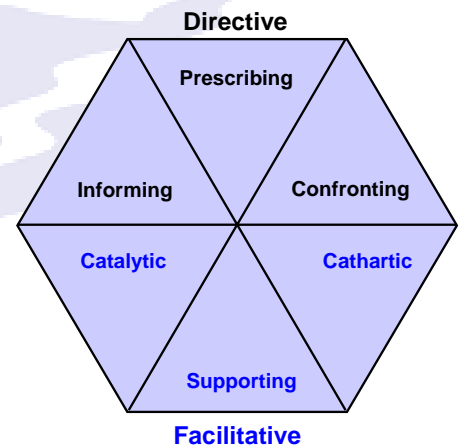
- Set challenging but achievable goals
- Pinpoint context related factors that are critical to success
- Identify and evaluate options
- Ensure that effective action follows the coaching session.



Human Dynamics offer a powerful cocktail of coaching experience backed with Neuro-Linguistic Programming, the psychology of personal development. This combination provides personal success tools to facilitate lasting change.

Coaching styles

We offer a full range of coaching styles covering both the **directive** side of coaching (most useful when the client lacks vital knowledge, models or experience to act) and the **facilitative** side of coaching (most useful when the client needs help to unravel complex issues and/or needs to see different perspectives to make a wise decision or take effective action). These are represented as six basic styles that overlay the GROW process.



How does it work?

1. Initial meeting with the client to develop a working contract that aligns expectations on both sides and provides a practical experience of the coaching process, so that they can decide whether it will be of longer term benefit.
2. If appropriate, we would then develop a working schedule of coaching sessions, ranging from a short burst of 2-3 coaching sessions delivered fairly rapidly to address a specific need to a more wide ranging programme spread out in short bursts over time.
3. Agreement of a schedule to complete the coaching process so that dependency does not become a feature of the coaching activity.

What subjects can be covered using coaching?

Human Dynamics' consultants cover a wide range of background experience and can therefore coach on a wide range of topics. However, some typical subjects that might be covered in a coaching session include:

- Improving personal performance
- Growing high fliers
- Personal change mastery – accelerating change in your business
- Handling difficult people situations and dealing with underperformance
- Strategic thinking and strategic management
- Influencing and persuasion skills – upwards, downwards, across functions
- Handling company politics and using power appropriately
- Creative thinking and problem solving on real life issues
- Presentation skills

Why choose Human Dynamics as a coaching partner?

Human Dynamics' consultants bring a range of talents to the coaching process:

- Relationship-building skills – rapport, gaining trust and respect, acceptance of 'difference'
- Ability to design effective coaching processes and flexibility in delivering this
- Goal setting, development and giving effective feedback on performance
- Clear and effective communication skills (verbal and non-verbal)
- High level listening and questioning skills
- A wide range of models, tools, techniques to draw on coupled with the wisdom to pick the most suitable ones for the client's needs
- Engendering new perspectives on old problems – helping clients to make sense of complex situations and synthesise viewpoints
- Qualifications and training in relevant disciplines e.g. business and organizational psychology, NLP, coaching skills and relevant professional knowledge e.g. strategy coaches have strategy experience, knowledge and skill
- Identifying and challenging significant patterns of thinking and behaving
- Enabling decision making and action taking
- Building emotional intelligence and resilience

In many cases, it is sensible to use internal coaches. There are one or two special circumstances that make it sensible to use an external coach:

- To provide sensitive feedback to senior business leaders, where this is difficult to do using an internal coach or where the message is 'hard to hear' if it comes from within.
- For bringing specialised expertise from a wide variety of organisational and industry situations.
- When individuals are concerned about 'conflict of interests'.
- For providing a range of ideas and experience from outside the industry in question with the ability to help the client to 'creatively swipe' them into a new context.
- For being perceived as less likely to judge and more objective.

Our capabilities

Our executive coaching team has 7 members: Peter Cook, Suzanne Looms, Paul Temple, Jane Chapman, Alan Drummond, Steve Gorton and Karen Mannering. Between them they have experience based in pharmaceuticals, heavy industry, government and politics, aerospace, based in the UK and France.

Specific profiles of each coach can be provided on request.

Peter Cook

Director, Human Dynamics

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