

## What is Strategic (Director) Coaching?

When you gain a Directorial position you can often no longer confide in your team or your colleagues. With whom can you exchange confidential ideas at your level? How can you test your interpretations of events? How can you extend yourself and carry on your personal development?

A personal strategic coach is the solution. External to your company, independent, unbiased, confidential and able to cover your work-life balance issues, you can rely on them for candid and objective views. They are your gateway to further knowledge beyond the confines of your organisation and market and a passport to peak performance.

### How It Works

Your personal coach will meet with you on a regular basis (monthly or quarterly) for up to a day at a time. The sessions will follow a simple structure with lots of room to follow up current issues:

- Talk through achievements that have pleased you since the last coaching session. Discuss how events have differed from what was expected in the last session and identify learning.
- Table any issues that appear to be blocking progress and success. Consider tactics and ideas to manage through them, work obliquely round them, or to bring about "problem removal".
- Examine how what you are currently doing contributes to your overall career ambitions and goals. Decide on actions to resolve any discords and progress your development.
- Describe and record the mutual expectations of what is likely to be achieved in the period up to the next coaching session. This is not the same as planning and target-setting, but it allows you to use the coach as an audience for things that you expect to be able to accomplish.

It is fully anticipated that events will often not work out as expected between sessions. The purpose is to trigger learning, not measurement.

#### Illustrations

A Director of a fast-growing start up company took on a personal strategic coach. Within six months he became Managing Director and then moved on to become Managing Director of a larger and more established company.

A senior manager who had maintained the same position for many years took strategic coaching and within five years was Managing Director of a major unit of a new organisation.

A senior manager within a very large organisation arranged to have a personal strategic coach. In two years he became an operational Director of the organisation. He then moved over to the Group of the organisation as Director of one of their core functions.

### Coaching Clinics

Where you have a number of staff in stressful and crucial positions we can offer "coaching clinics". These consist of a day a month when our coach comes on site and offers up to five appointments within the day for one-on-one sessions. Each session provides an operational-level version of the coaching agenda. In this way you can arrange for up to five of your key personnel to have a highly-supportive and valuable personal service on a regular basis adapted to their personal circumstances.

#### Added Value

The routine is complemented by the coach introducing to you:

- Ideas, methods, techniques and tools
- Other people with appropriate experience and knowledge
- Papers and books reflecting seminal thinking in your field
- Other sources of specialised resources

In this way the coach will act as a gateway to external, independent and objective thinking and commentary.

### Your Consultant

#### Alan Fowler FRSA

**Alan** is an experienced, energetic and challenging consultant and manager with a particular strength in programme and project acceleration, counselling and mentoring. He has practical and research credentials in a wide variety of businesses ranging from insurance to automotive sectors and major corporates to owner-managed. His experience covers contracts and procurement, management of central government finance and computing, as well as operational, project and personnel management. While essentially an analyst and rationalist, Alan's positivity and people-directed approach make him an enabler and encourager, with a strong track record of counselling people through thresholds into higher performance.

