

# Being Coached

By Robin Lawrence



## Robin Lawrence

Leadership Trust Coach and Course Director

### **Having a good rapport with your Coach is important in being able to trust them with your thinking.**

Often by reading a biography we get an understanding of their qualifications, their experience and sometimes their values and style of coaching. So how do you choose or match a client and a coach?

Robin Lawrence shares below some of the life experiences that have shaped his approach to coaching.

In 1999 I was formerly introduced to the Leadership Trust through a training programme I attended whilst working as a Senior Manager with British Telecom. Since then, I have successfully coached, designed, facilitated and delivered many programmes. My 22+ years working in the corporate world has helped develop my business, management and leadership skills.

When I set up my own business in 2004, I knew I wanted to help others to become more skilful in what they do. I wanted to help them lead themselves, their people and their businesses more effectively. I had credentials in Business, Product Management, Project Management, Marketing and Leadership, but I did not have anything formal to say I could coach anyone. So, I studied for a year to gain my diploma which I received a Distinction. What initially started as a means to an end became an everyday way of working and a passion.

In 2004, I served a year on the Board of the London Borough of Waltham Forest's Housing organisation, Ascham Homes, as a non-executive director which helped build better bridges between the residents and the staff. I created the highly regarded coaching based, Every Teacher Matters® Programme, providing leadership development and personal effectiveness for teachers. Schools included Plumstead Manor, Wanstead High, Wormley, Broadfields and Christ College, Finchley.

Coaching provides an opportunity to work with amazingly talented people who are open to exploring how they can be even better and seeing them implement their learning and reaping the rewards - whatever that is for them. It can be quite magical to be a part of that process.

My niche is around Leadership and Personal Effectiveness. This means I have worked with people on confidence, handling conflict, resilience, decision making, communication challenges, building teams, managing up, influencing, leading and managing change, strategic management and performance management to name a few topics. I am happy to work with all levels of management.

I have designed and delivered courses and programmes including coaching for a number of clients - Indigo Vision, Peak Scientific, NHS Scotland, The Haven, Arts Council, Williams Medical, NHS Salisbury, National Aids Trust, South Gloucester and Stroud College, Emirates Foundations, Creo Medical, Kent University, Harmonics, CTG, Middx Uni, MWUK Ltd, British Wheelchair Basketball, Network Rail. Housing Quality Network, Prodrive, Bird Luckin, GE Healthcare, Medtronic. Vanderlande, Hughes Electrical, Royal College of Paediatrics and Child Health, International Compliance Association and BPK Audit Board Republic of Indonesia.

My diploma in coaching is supplemented by being an accredited executive coach with the Leadership Trust.

## So why choose me as a Coach?

There are some amazing coaches out there and we all work in our own nuanced way. Less common perhaps is someone who has extensive experience of working up to senior management in a corporate business which included working with other large organisations as well as small business enterprises.

I work as an Associate for CIPD in delivering 'Introduction to Coaching' to business clients and moderating the People Management Skills MOOC. All of this enables me to adapt my coaching to closer meet the needs of my clients.