

Being Coached

By Jerry Richardson



Jerry Richardson

Leadership Trust Coach and Facilitator

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?

Jerry Richardson shares below some of the life experiences that have shaped his approach to coaching.

I started work for the Department for Work and Pensions (DWP) in 1979, working my way up the grades to senior management within Jobcentre Plus. I managed teams (upto 600) in Jobcentres, Benefit Processing and Contact Centres, delivering front-line services to a variety of customers. I also implemented high profile, large scale projects, including the rollout of Jobcentre Plus offices. This involved creating new working environments and processes, negotiating through difficult and often intensely tight timescales.

My career has shown me that it is through people that we achieve performance for the customers who really depend on us. This is about leadership not management: investing in and developing people and environments in which they can deliver their best is what I would, and should stand for and do.

During my attendance on the Leadership in Management programme in 2009, I was selected to be a coach, they saw the qualities that on reflection I know I had but didn't see. I know and believe, from the coaching and mentoring I have received, and given, that as a coach I can help people by providing the opportunities to step off their (increasingly

fast moving) train and pause, look at where they are, where they want, need to be, and come up with options that will help them to get there.

Doing this not by advising them using my knowledge and experience, look at me and what I have done, bask in its glory and follow; but just by asking questions that open up doors onto paths that take them to where they want to go, and supporting them as they travel. When useful, to move on a space, overcome an obstacle moving into mentoring (with permission) when my knowledge and experience can benefit.

In 2015 I left the DWP which has enabled me to follow my passion for developing people through coaching and mentoring. I have the opportunity to do something I enjoy, to be there for others and help them both see and achieve their goals.

I have the ILM Level 7 Certificate in Executive Coaching and Mentoring and I am a member of AfC (Association for Coaching). Throughout my career I have focused on helping individuals and teams grow to achieve outstanding performance outcomes, against ever changing and demanding circumstances and timelines.

So why choose me as a Coach?

As I have got older, some knowledge and crucially wisdom from both work and life have arrived. I understand more how things work and why. I am not as easily shocked or impressed as I once was, although there are moments! My personal coaching model is built from the journey I have been on, and the realisation that when people I relate positively to, like and respect, step in to help me and I let myself be helped, I have benefited, learnt and improved. I like and want to help others on their journeys, and be someone they look back on and say the same.

Two quotes, from when I was chosen to take the national lead for the important areas of Leadership and People Engagement in Jobcentre Plus for Network Services "you get this agenda, you understand people and how to get the best from them", and "Jerry is just Jerry...there isn't another!"