

## Personalised Coaching

Helping Leaders Empower,  
Inspire, and Succeed



## Coaching is for leaders who:

Struggle with effective communication



Want to enhance their ability to convey their vision

Face challenges in decision-making



Need guidance in improving delegation skills

Aspire to develop their emotional intelligence



Have a desire to build stronger relationships and networks

Feel overwhelmed by their workload



Need support in leading change

Struggle with conflict resolution



Want to cultivate a culture of innovation

Aim to develop resilience and adaptability



Want to determine their leadership style

### About the Programme

**With our extensive network of vetted coaches who align with our values, we ensure we find the perfect match to meet your specific needs.**

We understand that finding the right coach can be a daunting task, which is why we take on the research and hard work for you. Our team diligently evaluates and handpicks coaches from diverse backgrounds, each equipped with a wealth of experience in working with individuals at every stage of their career journey.

Whether you're embarking on your first leadership position or holding a C-suite role, our aim is to pair you with a talented and seasoned coach who will provide the support you need to thrive. Our coaches possess a deep understanding of the challenges and opportunities that arise within various leadership contexts, enabling them to guide and empower you effectively.

At Leadership Trust, we are dedicated to your growth and success. Let us be your partner in unlocking your leadership potential, so you can flourish and achieve remarkable results.



# Benefits of Coaching

Coaching has a number of benefits for both the individual leader and their organisation

INDIVIDUALS	ORGANISATIONS
Supports greater impact of leadership development training by bookending it with optimal 'intention' and 'integration' phases. Works particularly well alongside experiential as well as emotional & social learning	Achieve maximum impact from investment in leadership development
Grow self-awareness and develop self-mastery – the cornerstones to effective leadership	Foster effective leadership throughout the organisation
Enable them to perform at their peak, with confidence and clarity of purpose	Attain peak levels of productivity and effectiveness
Allow them to focus on what really matters from a thoughtful and considered perspective	Cultivate the best creativity and energy within teams
Let them raise their sights to tackle big challenges confidently	Encourage optimal team participation



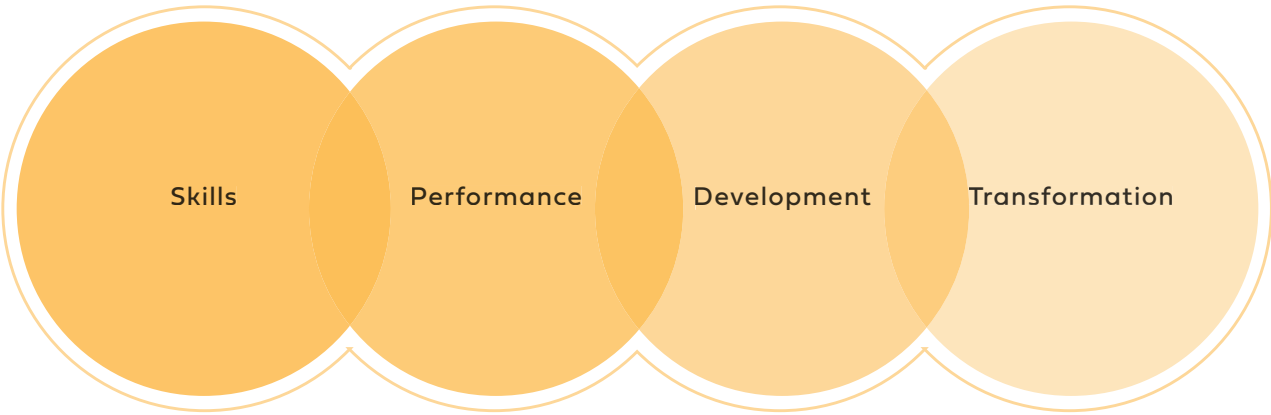
My Leadership Trust coach helped my thoughts come out of hiding. I was able to strike a balance between challenge and safety which invigorated my appetite for development and consistently performing well."

## Client Testimonial

# Our Approach

Our coaching approach is rooted in principles rather than subscribing to a single school of thought or methodology. We believe in adopting a diverse range of effective techniques that align with our beliefs, allowing us to provide a comprehensive and tailored coaching experience.

Our coaching approach sits in the development & transformational frames as shown here:



In skills coaching, our focus is on developing new capabilities directly related to our clients' roles, whether in sales, IT, or general management skills. This type of coaching is typically offered through targeted training courses, aimed at enhancing specific job-related competencies.

Performance coaching, on the other hand, is centered around elevating our clients' performance levels within their current roles. This type of coaching is often provided by managers or internal coaches, with a primary emphasis on maximizing effectiveness and achieving goals.

In the realm of development coaching, our focus shifts away from the immediate role and toward our clients' long-term growth. While helping clients build new capacities and capabilities, we also recognize the importance of fostering holistic development of the whole person.

For those seeking transformational coaching, we aim to enable clients to reach higher levels of functioning. This process typically involves significant elements of "unlearning," embodied learning, and systemic thinking, empowering clients to undergo profound personal and professional transformations.

**When you engage in a coaching relationship with Leadership Trust, you gain the invaluable support of a trusted ally who:**

Believes wholeheartedly in your capacity to excel, offering unwavering support and extracting valuable lessons from setbacks and disappointments.



Provides a calm and reflective space, free from the distractions of daily life, allowing you to gain clarity on your perspectives and priorities.



Engages in the conversations you've been avoiding, tackling challenging topics head-on to facilitate growth and progress.



Asks thought-provoking questions that lead to new insights, ultimately driving behavioural changes and generating fresh results.



Reflects back to you the impressions you convey through your words and actions, fostering self-awareness and alignment.



Assists you in identifying and overcoming the self-imposed obstacles that may have hindered your progress over the years.

## Our Coaching Values

**Our values as coaches form the foundation of our practice. While every client meeting presents a fresh experience, our unwavering commitment to these principles remains constant.**

We firmly believe that:

- **Our clients are not seeking to be “fixed” or “cured.”** They possess the inherent ability to navigate and resolve their own situations, and our role is to facilitate and empower their resourcefulness.
- **Our primary objective is to liberate initiative** within our clients, rather than providing them with advice or solutions. We believe in fostering their self-discovery and helping them tap into their own wisdom.
- **Coaching encompasses the holistic development** of individuals, acknowledging their past, present, and future. We recognize the interconnectedness of personal and professional aspects and consider the whole person in the coaching process.
- **Clients have the autonomy** to set the agenda for their coaching journey. We honor their unique needs, goals, and aspirations, tailoring our approach to align with their specific objectives.
- **Coaching is a transformative process** designed to bring out the best in individuals who are already effective. We strive to amplify their strengths, unlock their untapped potential, and guide them towards greater success.
- **Confidentiality is of utmost importance** in coaching. We maintain the highest level of confidentiality, providing a safe and trusting environment where clients can freely explore and discuss sensitive matters.
- We firmly believe that our clients are capable of far more than they currently realize. **Our role is to inspire and empower** them, helping them stretch their limits and unleash their true capabilities.

**These beliefs and values guide our coaching practice and serve as a steadfast framework, ensuring that each coaching engagement is rooted in trust, respect, and the unwavering belief in our clients’ potential.**



# Coaching Options

1:1 COACHING	Our most popular coaching service, providing personalized and confidential coaching sessions. The coach connects with the coachee through video calls, ideally away from workplace distractions. Sessions typically last a maximum of 2 hours, allowing focused attention on individual development and challenges.
TRIANGULAR COACHING	Triangular coaching ensures alignment between the coachee's objectives and the organisation's goals. In this approach, a facilitated meeting or conference call takes place between the coachee, their sponsor (usually a line manager or HR representative), and a Leadership Trust coach. The sponsor's role is to contribute the organisational perspective, enhancing the objective-setting process and promoting a supportive environment for behaviour change.
COACHING CLINICS	Coaching clinics offer an efficient way to conduct multiple virtual coaching sessions in a single day, particularly suitable for organisations with several individuals participating in one-to-one coaching. Each clinic consists of up to 5 one-hour sessions facilitated by a dedicated coach. It is recommended to book coaching sessions up to 4 weeks in advance to ensure availability and seamless coordination.



I started coaching with limits on what I thought was possible. I left with the confidence to take on bigger responsibilities and excitement for what more I could learn to do.

Past Coaching participant

Leadership Trust has been the chosen provider for transformative leadership development training by thousands of clients since 1974.

## Where We are Today

80,000

Leaders developed and counting

> 45 Years

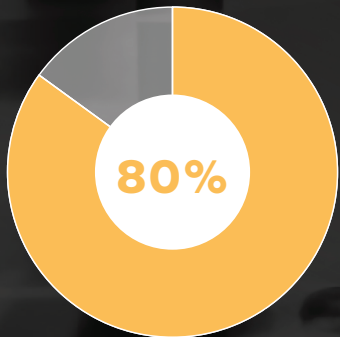
Spent solely focused on leadership development

Global Reach

Leaders developed from around the globe.

Worldwide Presence

Programmes currently offered in the UK and Singapore, with capability to provide our services across a number of regions worldwide



Our customers have such a positive experience on our programmes that they recommend Leadership Trust to their trusted colleagues and friends. 80% of our new business comes from referrals

Are you ready to benefit from leadership coaching?

Contact us today on [businesssuccess@leadershiptrust.co](mailto:businesssuccess@leadershiptrust.co) and book a free call with our team.



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