

## BUSINESS COACHING FOR DIRECTORS



To succeed in today's business climate directors need constantly to review the overall direction of their business as well as dealing with the day to day challenges.

You cannot solve a problem with the same thinking that caused the problem so to recognise new opportunities will require new thinking.

The totally independent support provided by a professional Business Coach allows you the opportunity to really think about the important issues surrounding your role and your business and gives you the luxury of knowing that your decisions are as good as they can be and that you are working as effectively as you can

Perfect Direction is a modular coaching programme enabling you to complete one or more of the three modules at your own pace, since each module delivers a specific outcome.

Each module comprises three sessions of three hours length and the sessions typically have a three week interval between them, enabling you to put into practice and gain confidence in the new learning.

## MODULE ONE, managing yourself

**Primary outcomes:** *a clear vision for your future; understanding what is working well and what needs to change in your business. Understanding and controlling your influencing styles; clearly defined action plans.*

### Session 1 - Your Vision

If you don't know where you are going, you will never get there. What is your vision for the future? Is it realistic? Is it bold enough?

SWAT and PEST exercises will help you with a reality check.

WHAT CHANGES have to happen before your vision can become reality?

HOW OFTEN have you tried to make these changes before?

WHAT STOPPED you then? Why should now be different?

WHAT ARE your values and beliefs? How do they impact on all our decisions?

### Session 2 – What may be holding you back

Your coach will allow you to explore the obstacles that may hamper your progress, to investigate your beliefs and see how some will drive you forward while others may hold you back. You will truly understand what **comfort zones** are and how constraining they can be and we use a number of models to help you to manage your time effectively, enabling you to constantly focus on the major issues.

### Session 3 – Understanding yourself – Understanding others

How do you motivate those around you: - colleagues, staff, family and customers?

Our THINKING STYLES diagnostic gives you an amazing insight into your own thinking style and enables you to recognise why other people act in certain ways. A deeper understanding of thinking styles helps you to realise why people react in predictable ways and gives you new strategies to influence them and get them to understand and adapt to your point of view.

## MODULE TWO, managing others

**Primary Outcomes:** *evaluate the strengths of your team; understand their motivational drivers; understand how to use their own behaviours to influence the team and individuals; have a clear plan on how to motivate and performance manage your team to produce success and be confident in leading your team.*

### Session 4 – How is your team doing

WHAT ARE THE STRENGTHS and weaknesses of your team? Building a team competency framework and finding the windows of invisibility, understanding the conscious and unconscious competencies and realising how rapidly we climb THE LADDER OF INFERENCE. In this session you will recognise where your team stands and where you need to get it to.

### Session 5 – What others think

OTHER PEOPLES OPINIONS are just that, they are true for them but may or may not be true for you. However you need to know so that you can decide whether you need to change or you need to change their opinions. Our 360 degree feedback provides the information. Your coach will allow you to decide whether to seek to adjust your colleagues' opinions or to adjust your behaviour to match their expectations. As always, it remains your choice but we provide models to help you to implement your decisions

### Session 6 – Keeping your team committed

Your action plans from the 360 are reviewed. Discover what really motivates your team and recognise how well you manage this. Understand more of the dynamics of relationships and how this knowledge will help to empower your team. Use the Triple Learning Loop to allow your team to review their plans and to powerfully adjust them in the light of results, whether good or bad.

## **MODULE THREE, driving your business**

***Primary Outcomes:** Create a powerful plan to drive your business forward over the next year, learn to continuously set personal and team goals towards a longer term business objective, put in place the personal development plans and create the confidence within the organisation to allow this to happen.*

*By now most of the models and learning aids have been introduced and although each session will continue to an outcome the sessions will become less structured as your coaching becomes more issue-driven. However throughout this module your own confidence in your new strategies will be tested and strengthened through the support of your coach.*

### **Session 7 – Revisiting the Vision**

It will have been many weeks since you started this programme and much of your thinking will have changed since the first session, so now is the time to revisit your vision and examine the changes and then to ensure that the vision is sound. Using risk assessment models you will learn new ways of evaluating change and **ADVOCY AND ENQUIRY** will allow you and your team to continuously monitor success and setback.

### **Session 8 – Keeping the Team on track**

Check their **DRIVERS FOR CHANGE** and see that they are motivating those below them. Making sure that their prioritisation is forcing them to delegate and learn continuously to challenge them.

### **Session 9 – Keeping the Business on track**

How to use **SYSTEMS THINKING** to build and review sound strategies, ensuring buy-in of your action plans and reviewing your own and your team competencies.