



I-TO-I DEVELOPMENT

PERFORMANCE & CAREER-LEVEL COACHING

Person-centred performance and
role alignment for senior managers
& leaders in a business context

enrich
you[®]

ASSURING PERFORMANCE OUTCOMES FOR SENIOR MANAGERS & LEADERS

Coaching & Training For Sustainable Performance

Few coaching-based interventions have the ability to work with the person 'systemically' within the workplace. Enrichyou works with each individual at a depth and range designed to engage all four levels of life within a person at work – the individual, their role, their function, and their contribution to the business as an economic system. Only with this holistic approach to performance coaching can the outcomes be truly transformational. This person-centred approach to performance can be the difference that makes the difference.

Working with individuals in person, in teams and small group settings, this level of intervention is not designed to change the culture or system, but to help each person rediscover their path, fit in and perform as an important part of the economic whole.

There are three primary areas of service which can be blended or taken individually depending on the specific business situation and needs of the organisation as a whole: transformation, performance and career-level business coaching. Each is designed to unlock, form and develop the person or people involved in a way that is totally aligned to business objectives.

The Enrichyou difference...

- ✓ The efficacy of all our programmes and interventions.
- ✓ Our integrity to get the very best for you.
- ✓ True value-add created by 'learning with commercial and sustainable intent'.
- ✓ The quality of our business coach-trainers.
- ✓ The holistic nature of our approach to business learning and development.

An enviable track record...

- ✓ 100% of client requested outcomes achieved.
- ✓ £350+ Million of client recorded value-add.
- ✓ 1000s of managers transformed into leaders and equipped with career-long business skills.
- ✓ 100s of directors and leaders developed to deliver sustainable economic value.
- ✓ Businesses of all sizes transformed towards a systemic culture of integrity and long-term business sustainability.



Menu of Programmes

2-3 Introduction & Track Record

4-5 Ways to Start

Navigating the decision to make a value-adding investment of the right step-size and start, appropriate to the situation, urgency and need.

6-7 Transformational Coaching

Person and role alignment with the aim of improving or restoring performance.

8-9 Performance Coaching

Role development with the aim of forming, rounding and improving specific skills or areas of performance.

10-11 Business & Career-Level Coaching

Director/Senior-level development with the aim of working on a better business future with elevated professional purpose.



“THE DIFFERENCE
THAT MAKES
THE DIFFERENCE”

CHOOSING THE AREA AND STYLE OF INTERVENTION NEEDED

Value-adding service

Part of decision-making is to work out 'in principle' if a professional and career-level coaching development intervention is right for your organisation and situation. The economic justifications are typically:

1. The loss of opportunity or consequential cost of not using this service
2. Recruitment, training and development cost of replacing someone
3. Value-add potential when delegates are performing at their highest level
4. Unlocking capacity and capability to grow top and/or bottom line numbers

The specifics and detail of these will become clearer as part of our initial conversation.

Ways to start

	INDIVIDUAL	GROUP
TRANSFORMATIONAL COACHING	For situations where there is a complex need or performance issue with an individual in role or function.	Attending to group or team dysfunction and cultural misalignment by rolling around individual members on a 1-to-1 or facilitated basis.
PERFORMANCE COACHING	Attending to individual learning and development needs to fill any management or leadership skills gaps.	Agile and targeted approach to closing skills gaps across a team or function by dealing with performance level issues.
BUSINESS COACHING & CONSULTANCY	A business or commercial outcome led process, in which insight, learning and development falls out of the coaching process.	A more systemic, business and consultancy-based approach for a group/team of managers or senior leaders.
BLENDED / ROLLING 1-TO-1 DEVELOPMENT	The service can be started with the intention to roll around a whole group or management population to assure wellbeing, career-alignment and peak performance. Where one person might need a single session, another might need a tailored career-level role development programme over several months. Ask for details.	

One-to-one: Choosing the appropriate step-size

The style and length of a coaching intervention cannot be seen clearly at the beginning. This is why we recommend a no-obligation exploratory meeting with the decision-maker and/or delegate, which can act as both a diagnostic and assessment of the range, depth and dimension of intervention needed. In what is always a self-directed learning process, each delegate will assess their own situation and usually choose to engage with the recommended next phase approach because they are involved in their own development process.

Rolling Development

Rolling Development & Coaching allows an organisation to choose a regular service (usually one or two days a month), where an Enrichyou coach-trainer-consultant works across the organisation to help maintain and assure performance, motivation and wellbeing in individuals and teams. By working on personal wellbeing and professional development gaps 'by exception' on a 1-to-1 or team-coaching basis, this service is designed to underpin the professionalism and performance of the whole management population being supported.

Money-back Guarantee

All Enrichyou coaching interventions come with a full money-back guarantee on pre-agreed outcomes for each delegate; be it learning outcomes (able to do something in a repeatable way) or commercial outcomes (delivery of agreed value-add).

Clients include...



AGA RANGEMaster



HILLARYS

Investment

INITIAL BRIEF & EXPLORATION

Free of charge

(phone/virtual meeting with delegate and/or sponsor to explore needs and options)

1-TO-1 TAILORED COACHING

Minimum 3 sessions

Prices from

£245 per 1.5hrs (phone/virtual)

£695 per half-day (face-to-face)

£995 per full-day (face-to-face)

BLENDED/ROLLING COACHING & DEVELOPMENT

Typically 3 to 12 months

A selection of virtual and face-to-face sessions in the appropriate style and convenient format to suit the person or group of people involved

£ Prices on application

Terms & conditions may apply.



TRANSFORMATIONAL COACHING

Something's not working

In situations where a 1-to-1 coaching-based approach is needed, you will usually be able to express that 'something isn't working'. It would be too easy to generalise and say this is 'under-performance' or to look at the symptoms and explain away the situation with 'a label'. When an organisation calls on Enrichyou for transformational coaching, you will have already tried the obvious and there will be some history regarding the person and/or a broader context that makes this beyond the internal capability to solve.

Through coaching the individual, we will help the person unlock a better reality and find the key to moving forward with confidence and capacity restored. For team transformation, ask for a copy of our High Performing Teams brochure.

Helping the individual

	ROLE ALIGNMENT	PERFORMANCE OUTCOMES
BUSINESS & ECONOMIC	<ul style="list-style-type: none"> ■ Understands the business ■ Is in touch with mission and purpose ■ Aligned to integrity and sustainability ■ Is delivering customer excellence 	<ul style="list-style-type: none"> ■ Leadership within role and function ■ Leaving a 'better' legacy ■ Making lasting change ■ Role succession is happening naturally
ON TOP OF ROLE	<ul style="list-style-type: none"> ■ Person is 'on top of role', function or business and has vision ■ Permission for future plans are in place 	<ul style="list-style-type: none"> ■ Active in shaping the future ■ Making progress at the right level aligned to the organisation and supply-chain
PRIMARY SKILLS	<ul style="list-style-type: none"> ■ Strengths and weaknesses are understood and worked on ■ Has positive oversight and is active from the right level for the role 	<ul style="list-style-type: none"> ■ Performing and hitting KPIs ■ Doing what is required ■ Stable and natural competence
CAREER	<ul style="list-style-type: none"> ■ Has fulfilment, direction and clarity ■ Engaged in their work and vocation 	<ul style="list-style-type: none"> ■ Engaged in their vocation ■ Contributing and living up to full potential
PERSONAL & WELLBEING	<ul style="list-style-type: none"> ■ Effective self-management and stress-management exist ■ Health and happiness are present 	<ul style="list-style-type: none"> ■ Motivated ■ Good attendance and energy levels ■ Effective

What are transformational interventions?

Transformational interventions are designed to improve or restore performance at work, through a realignment of the individual and their contribution in a workplace context.

Each intervention starts with a brief from the sponsoring line manager; which then moves into a half-day introductory session with the person to be coached (and sometimes the line manager or HR too). Next comes a three session process – typically a few weeks apart – of either half or whole days depending on the circumstances.

This is usually enough. However, in circumstances where the intervention has moved a person to a point of realignment but not yet into performance, further sessions might be needed.

Who is it for?

Transformational Coaching is for people and organisations that ideally want to keep a person in their role and help them realign and engage with the business at a more meaningful level.

These interventions are not to replace formal discipline by line-management or to compensate for gaps in good management process and practice; but are designed to support an individual back to contributing and performing at their best.

“SPENDING TIME ON COACHING WITH ENRICHYOU HAS BEEN TRANSFORMATIONAL FOR ME AND MY FUTURE IN THE BUSINESS!”

Senior Manager, Hillarys

Case Study

Struggling Senior Manager Regains Perspective & Confidence

A senior manager responsible for business and brand communication, both internally and externally, had become completely disorientated in life and work. Experienced and capable, she found herself in a complicated organisational structure trying to deliver an on-demand service to anyone and everyone in the business – 400 of them in total! A difficult and demanding boss was adding further stress and anxiety to the situation.

It took a transformational coaching process, one half-day a month over four months, to fully tame the situation....

Much of the process was about restoration of her inner capacities to make a stand, manage boundaries and turn the role into the proactive management of ‘an offer of communication services’ aligned to personal and functional resource, capacity and business priorities.

By the end of the coaching process, she was happy and had regained perspective and confidence, whilst managing expectations across the business.



PERFORMANCE COACHING

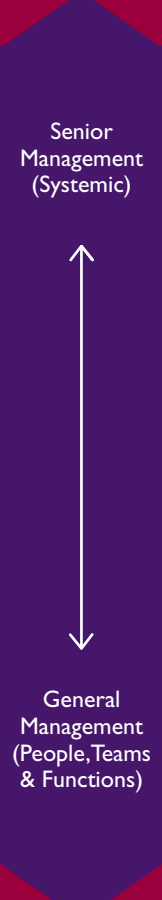
Something's missing

For some situations, the style of learning and development needs to be intention or purpose-led. Unlike formal training and development, 'performance coaching' has little initial structure or fixed syllabus. However, the experience between a professional coach-trainer and the individual self-directed learner can result in an unsurpassed depth and pace of outcome.

Performance coaching is open to all levels of professional management and with any level of intent – be it personal, professional or career-based. The coach-trainer brings the core materials with them and then adds tools, concepts and principles at the right time and at the right level appropriate to need.

This level of development can be the most powerful of all improvement programmes and can also be applied as part of developing team performance. Ask for a copy of our High Performing Teams brochure.

On-top-of-role development

BUSINESS AND CUSTOMER OUTCOMES			PEOPLE AND PERFORMANCE OUTCOMES	
<ul style="list-style-type: none"> Sustainable Business Management Sustainable Performance Role of a Director 	Sustainable Business		Boards	<ul style="list-style-type: none"> Board Formation - Dynamics Board Formation - Effectiveness Board Formation - Statutory & Legal Duties
<ul style="list-style-type: none"> Innovation & Entrepreneurship Visionary Leadership Sustainable Growth 	Innovation		Enabling	<ul style="list-style-type: none"> Coaching & Mentoring Skills Managing People with Integrity Working in Partnership
<ul style="list-style-type: none"> Decision Making Processes Management Excellence Business Form, Policy & Process 	Organisation		Learning	<ul style="list-style-type: none"> Learning How to Learn Self Awareness & Effectiveness Fundamental Coaching Skills
<ul style="list-style-type: none"> Interpreting Financial Data Creating a Business Case Writing a Business Plan / Report 	Business		Performance	<ul style="list-style-type: none"> Managing for Outcomes & Performance Mastery In People Management Accountable Leadership
<ul style="list-style-type: none"> Project Definition & Planning Project Management Project Management Excellence 	Projects		Stake-holders	<ul style="list-style-type: none"> Embedding & Influencing Presentation Skills Stakeholder Management
<ul style="list-style-type: none"> Process Management Process Mapping Enhancing the Process 	Process		People & Teams	<ul style="list-style-type: none"> Motivation, Performance & Reward Improving Poor Performance & Discipline Leading Groups & Teams
<ul style="list-style-type: none"> Commercial Decision Making Budgets and KPIs Purpose and the Management of Time 	Tasks		Engagement	<ul style="list-style-type: none"> 360 Degree Communication Effective Influencing I-to-I Verbal Communication

What are performance coaching interventions?

To thrive in a career across a whole business or economic system, there is a natural range of skills that anyone in a management and leadership role will need. Our performance-based interventions are designed to fill major skills gaps as part of a manager or leader's ongoing learning and development.

Each 'performance coaching' session consists of a priority-led and outcome-focussed intervention based around individual and role-level needs. Delegates will establish repeatable skills and processes that can be followed and applied immediately back in the workplace.

Using a tailored range of unique skills-based modules, performance-coaching will help the individual fill skills gaps to assure and improve role performance and competencies.

Who is it for?

Performance coaching interventions are for people and organisations that want the highest standards and levels of leadership and management competence.

These interventions are designed to fill gaps in skills on an exception or identified needs basis.

The development is designed to be vocational not academic, so that delegates can apply real-life work scenarios to their learning and quickly apply their newly found skills and expertise back in the workplace.

"I COULDN'T BELIEVE HOW MUCH WE COVERED.... IT HAS TOTALLY CHANGED THE WAY I APPROACH MY ROLE"

Senior Project Manager, Stantec UK

Case Study

Disorientated Finance Manager Restores Balance to His Role

A qualified CIMA finance manager responsible for supporting the commercial side of a multi-national business, described his situation as feeling like 'a beached whale'. This manager was personable and needed space and head-room to perform well. His boss was objective and micro-managing, which over time, had caused the finance manager to become 'reactive' and was no longer enjoying his role.

Much of the performance coaching process was about the 'rounding' of his role and finding alignment between personal and professional purpose. Learning to be less of the finance manager and more of the team leader within the finance function became the objective over time.

With little propensity to communicate upwards, a new skill to master was to learn how to communicate better with his boss, in order to stop the micro-management. Over a period of 4 months with 4 full days of virtual and face-to-face sessions, the combination of coaching and skills training helped regain purpose and proactivity.

Role performance was restored and the joy in coming to work came back.



BUSINESS & CAREER-LEVEL COACHING

Assuring the future

Typically with a higher degree of consultancy input, these interventions provide the perspective, experience and knowledge to help business leaders and senior managers shape their contribution in the context of long-term commercial success. Using the Sustainable Business Management Framework (see below) we help leaders to understand and contribute to the running of their organisation, business or function with systemic perspective and high ambition.

Business & Career-Level Coaching exists to help directors, business leaders and senior managers to work 'on the business' in a more strategic context. Real growth happens in the pursuit of vision and purpose, whilst personal skills and role development are the added benefit to pursuing new levels of business and personal success.

The Sustainable Business Management Framework

	SYSTEMIC ALIGNMENT OF VISION & PURPOSE	RELATIONSHIPS THROUGH GOOD ORGANISATION	PERFORMANCE OUTCOMES
SUSTAINABLE BUSINESS	Raison D'être & Business DNA Business entity, being, creativity, brand values and the sustainable business model	Business Form Entity definitions & agreements, contracts, policy, processes and procedures	Mission & Purpose Functional economic purpose, strategy and integrity
CUSTOMER & TRADE	Sustainable Trade Innovation and provision of products and services as best in field	Organisation-wide Leadership A body of leadership & management formed and organised to be the best	Process Management Day-to-day management of the supply chain with quality and value-outcome guarantees
LEADERSHIP & PEOPLE	Competence & Wellbeing Integrity of self in life and work, with appropriate levels of skill & knowledge	Partnership Working Teamwork and spirit of unity in all working relationships	Accountable Leadership Culture A culture of accountable individuals on top of role as part of the whole

Business & Career-Level Coaching

These interventions are typically a series of 1-to-1 sessions for senior leaders who are in the process of shaping the future. This could be a business transformation plan, a new venture or improvement plan, or the shaping of a new vision for the next business era.

In all situations, the Enrichyou coaching-based consultancy approach is to assist and enable the business leader to achieve it for themselves. The style of help depends on both the level of experience and the complexity or urgency of the situation. This consultancy approach is not about 'borrowing your watch to tell you the time', but to enable and support decision-making with knowledge and experience in order for senior leaders to maintain project performance and/or achieve ongoing business ambitions.

A consultancy-based coaching intervention is always looking for a valuable and tangible business outcome along the path of a stable and cogent business strategy.

Who is it for?

These sessions are for directors, business owners, senior managers and functional leaders, to help them remain 'on top of role' and maintain vision, purpose and performance at every level. The primary intent will be to add value and assistance in helping to create, navigate and manifest a better business future.

“IT WAS A REALLY USEFUL SESSION.... IT GAVE A TANGIBLE OUTCOME AND MEANT SOMETHING REAL TO ME AND MY BUSINESS”

MD, Threerooms Branding & Design

Case Study

SME Managing Director Finds New Business Growth

An experienced owner-manager/MD, thirteen years into his role, found himself lost in the 'day-to-day' and was unable to focus on finding time to grow the business. He was doing well as an MD and the business was successful, but the experience of running the organisation was taking its toll in both working hours and in not being able to switch off.

Over 12 months, a quarterly face-to-face business coaching session with virtual contact in-between was all it took to align better, gain perspective and hold the focus of an MD in charge of a growing business. Each full day of business coaching led to him to work on the priority area for business growth over the next quarter in an accountable and objective way – gradually rolling around all areas of the business from mission, to marketing strategy and managing suppliers and employees.

The business is actively growing again, with two more sub-brands and revenue streams now emerging.



**For other development services
please visit our website
www.enrichyou.co.uk or email
enquiries@enrichyou.co.uk**

- Director-level development
- Board formation programmes
- Organisational-wide leadership
and culture development
- Leadership and management role
development programmes
- Performance management
- Professional and Career-level
development



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