

Future-proof
your leadership and
management team...
for FREE

West Midlands
Coaching Pool

For the public sector, change is now a fact of life

Organisations have to become more flexible, more responsive and more customer-focused than at any time in their history. And because of budgetary pressures, they have to do more with less and less money.

It adds up to the biggest challenge your leadership and management team has ever faced. The pressure on its members to perform – while at the same time adapting and changing – will be immense.

Your leaders and managers need to be at the top of their game. Keep them there with one-to-one executive coaching from the West Midlands Coaching Pool.

What is executive coaching?

Executive coaching is a targeted, intervention **focused on business goals** – and one with **zero impact on your budgets**. That's because it's free to all West Midlands organisations that have invested in being a Coaching Pool partner.

All of our executive coaches are professionally-qualified – and are or have been serving public sector officers.

Because they understand public sector systems, language and culture, our coaches will build a quick rapport with your staff. So your staff – and you – will see the benefits of coaching all the sooner.

What's in it for your organisation?

Executive coaching helps leaders and managers perform better in times of rapid change. It does this by encouraging them to exercise greater initiative – and to take responsibility for themselves and their relationships with others. In turn this makes them more effective leaders, better able to manage and motivate their staff.

Working with a qualified executive coach will give your leaders and managers the space to reflect on their performance, to develop new perspectives and to work through options. Most importantly of all, it helps them commit to positive action in line with your business goals. But with coaching as an integral part of your organisation's learning and development programme, you can do a lot more than help individuals cope with change. You can drive the shifts in attitude and culture that will improve the performance of your whole organisation.

If that sounds like a wild claim, many organisations have already used executive coaching to:

- identify cross-cutting themes and to spread best-practice
- strengthen succession planning
- focus on the areas where they're facing new challenges and need new thinking and mindsets
- work with partner organisations on collaborative agendas.

Does it work?

The evidence says it does. For example, a comprehensive evaluation of its coaching investment was made by the NHS and published by the Institute of Employment Studies. It showed a number of benefits from coaching at the personal, behavioural and business level. Business benefits included:

- reduced staff costs
- retaining good people during difficult times
- increasing revenue, achieving the business turnaround plan and developing new services.

We can also point to case studies close to home...



Name: Jane Steventon

Job Title: Centre Manager

Organisation: Staffordshire County Council

I lead a team in the authority that has always received positive feedback for the service provision; and I had never considered coaching for myself as I had thought it was only for people who were underperforming. However, through a management development programme I was on, I realised this was not the case and took the opportunity for coaching to keep me at the top of my game.

At the time I started coaching new standards for health and social care meant that my team were going through major changes in delivering services. I wanted to use coaching to:

- check that what I was doing was right for my team
- gain a clear vision of where the service should be
- also challenge my comfort zone and how I had worked for the last 20 years.

Before the coaching I felt as though I had to wait for someone else to provide direction and vision, and for me to then act on it, but through my fantastic coach I gained the confidence to realise that I could take the lead. I recognised that I had the creativity and skill to go to my managers and say where I thought the service should go.

Coaching gave me the confidence and the excuse to give things a go and test new ideas to see if they work. It enabled me to see how to successfully keep my team engaged with the changes and to manage expectation.

Overall my coach supported me through the transition from existing services to new services; and me being a new person. I have a much more positive outlook and feel I have significantly improved the way I present myself at team meetings and to colleagues externally.

If you think you're at the top and think you don't need coaching you probably do! Coaching for me was like the icing on the cake, you think you know how to work but it opens your eyes to new possibilities.

Executive coaching works - and it could work for you

Find out more...

You can get more information about coaching at:
www.wmcouncils.gov.uk/receivingcoaching

Alternatively, call the People and Leadership Development Team on 0121 245 0156 or e-mail coachingpool@wmcouncils.gov.uk

Where do I get more information?

T: 0121 245 0156

W: coachingpool@wmcouncils.gov.uk