

# COACHING

*Our coaching helps your people identify their strengths, achieve their goals, and reach their full potential*

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hemsleyfraser

# COACHING

CALL 0345 071 2801 or  
EMAIL [enquiries@hemsleyfraser.co.uk](mailto:enquiries@hemsleyfraser.co.uk)  
to find out more and to discuss your  
requirements and pricing.

## INDIVIDUAL TRANSFORMATION – ORGANISATIONAL GROWTH

— Our coaching helps your people identify their strengths, achieve their goals, and reach their full potential leading to a high-performing workforce ready to tackle whatever comes their way.

Options include one-to-one, specialist, group sessions, and an extensive library of supporting resources to propel individual performance and well-being.

We blend coaching into the rhythm of your enterprise  
– integrating with your initiatives and programmes  
– connecting individual growth to organisational outcomes.

Our coaching service helps accelerate professional development and drive growth.

“ Coaching is unlocking a person’s potential to maximise their own performance. It is helping them to learn rather than teaching them. ”

*Sir John Whitmore, in Coaching for Performance*

## COACHING AT HF



### Learning programme coaching

Supports and challenges learners to fully engage with programme content and to apply it.



### Career coaching

Helping people consciously develop their career and enhance their work satisfaction.



### Transitioning together coaching

Supports any population undergoing a shared period of transition.



### Leadership/executive coaching

Leaders address real challenges they are facing in a safe, confidential environment.



### Team effectiveness coaching

A sustained intervention to establish, practice and embed effective habits.



### Skills performance coaching

Personalised 1:1 coaching to enhance skills in a given aspect of work.





# LEARNING PROGRAMME COACHING

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## WHAT IS IT?

The majority of learning programmes are about shifting mindset or behaviour, as well as building skills and knowledge. So, the learning needs to go further than understanding, into action – it needs to be embedded.

Learning programme coaching supports and challenges learners to fully engage with programme content and to apply it within their own context.



## WHO IS IT FOR?

Any learners requiring a behaviour and/or a mindset shift. For example:

- **Becoming a manager**
- **Becoming a manager of managers**
- **Presentation skills**
- **Manager as coach**
- **Strategic thinking**
- **Business acumen**
- **Negotiation skills**
- **Sales skills**



## WHY USE IT?

Learning programmes are a significant business investment. This coaching helps maximise the impact of programmes by building:

- **Learner readiness**
- **Sense-making between modules**
- **Personalised action planning**

Learning needs to excite, engage and embed – and coaching can accelerate all of these.



## HOW IT WORKS

This type of coaching can be used as part of a blended learning journey. There are four timing options – as shown here.



### 1. Primer

Ready to learn.  
Into the frame of mind to gain most from the programme.



### 2. Applying real time

Pause and apply learning to real and present challenges.



### 3. Ready steady go

Taking learning back to the job – planning implementation.



### 4. Embed and reinforce

Three months later - what's going well, tricky, what next?

A 1:1 session is 60 minutes; group sessions are 90 minutes.

In a safe environment, participants pause and actively reflect on how things are going, address challenges they are facing, and make firm commitments or plans.

The coaching can be directly related to the content of the programme or be more holistic – depending on the nature of the programme.



## OPTIONS

Small group (4-6 people) or 1:1 sessions.



## PRICE

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# TRANSITIONING TOGETHER COACHING

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## WHAT IS IT?

Transitioning together coaching is a blend of:

- **Group input – content about the transition**
- **1:1 coaching – to make sense of individual experiences and address challenges**
- **Peer coaching – to gain from others' learning and perspectives**

Peer coaching is also a transferable skill that would be useful in other contexts.



## WHO IS IT FOR?

Any identifiable population undergoing a period of transition. For example:

- **Maternity/paternity returners**
- **New trade union/ elected representatives**
- **International assignees**
- **First-time supervisors**
- **New board members**
- **Integration/merger**
- **Becoming functional leaders**
- **Re-skilling**



## WHY USE IT?

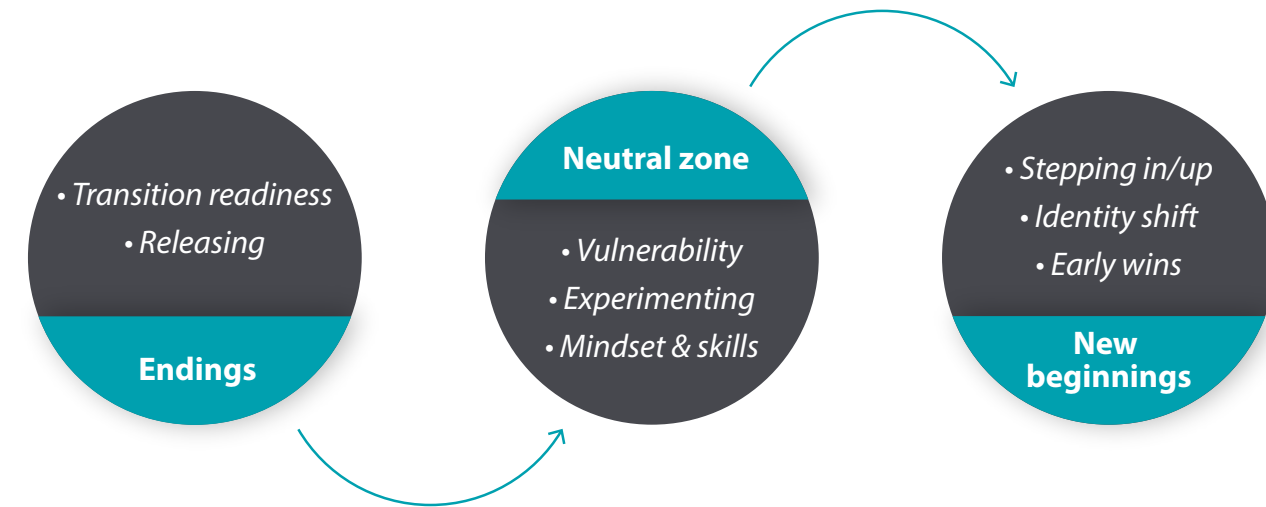
Transitioning is multi-dimensional – requiring shifts in attitudes, beliefs, behaviours, relationships, skills and even identity. Research shows that:

- Coaching is most powerful during times of transition.**
- Peer support can ease/accelerate transitioning.**
- Women and under-represented groups benefit even more.**



## HOW IT WORKS

Transitions involve navigating three key phases successfully. Some changes can involve several transitions, all happening at the same time.



Timing matters. The programme begins just before the start date (not too far in advance) and lasts 3-6 months.

Curated digital resources are provided before the transition begins – what you really need to know to begin.

Group input sessions are front-loaded then spread out – to build up knowledge and collaboration.



## OPTIONS

Facilitated group or 1:1 sessions.



## PRICE

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# TEAM EFFECTIVENESS COACHING

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## WHAT IS IT?

Unlike team building, team coaching is a sustained intervention with a focus on practising and embedding new habits.

The team are supported and challenged by the coach – individually and together – to implement proven best practices/disciplines.

Team effectiveness coaching blends engaging digital materials, workshop facilitation and 1:1 coaching.



## WHO IS IT FOR?

Intact teams – new or existing teams. For example:

- A cross-functional project team
- Functional leadership team
- Post-merger team
- New manager integration
- Office > virtual > hybrid team



## WHY USE IT?

Effective teams are critical to any business. Team coaching accelerates the creation and ongoing growth of high-performing teams.

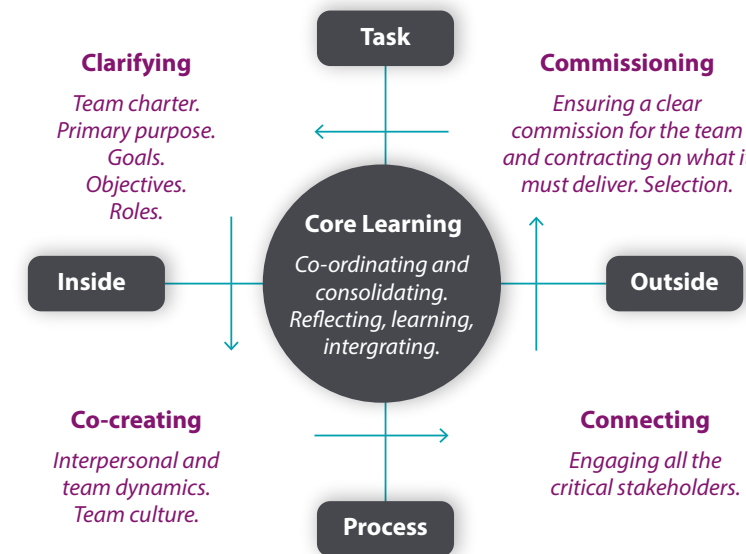
Studies show team performance is influenced by many factors – aided by team coaching.

- Team leader capability
- Team learning
- Decision making and ways of working
- Team make up/diversity
- Team dynamics



## HOW IT WORKS

### The five disciplines of high performing teams and boards



The 3-month programme begins with a diagnostic, ensuring content is targeted to support the team's needs.

Each month, a workshop provides the opportunity to learn new skills, practice ways of working and tee up new habits.

1:1 coaching is provided between the workshops to maximise individual learning, reflection and planning.

Team effectiveness coaching is multifaceted and systemic.

Leaders and team members benefit from an unbiased challenging supporter guiding them through the conversations they need to have but may struggle to have on their own.

New ways of working (like hybrid) require new processes, skills and habits for the whole team.



## OPTIONS

'Lite' and full team sessions.



## PRICE

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# CAREER COACHING

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## WHAT IS IT?

The chance to pause, take stock and proactively plan can make a real difference to engagement, retention, satisfaction and wellbeing.

Career coaching programmes can be 1:1 or in career stage groups. All content is based on the latest research, policies, and best practices. Business-specific policies can also be integrated.

Career coaching is insightful and practical. It is about raising awareness, making choices, and taking action.

## WHO IS IT FOR?

People at different career stages who want to consciously develop their career and enhance work satisfaction. For example:

- Coming to the end of an entry-level programme, thinking “what next?”
- Thinking about leaving but would prefer to stay
- Going through redundancy
- Current skillset is declining, want to re-skill, but not sure how
- In mid-life and unsure about doing this for 10/15/20 years
- Coming up to retirement

## WHY USE IT?

Most of your future talent is already employed—by your business or elsewhere. As we are living and working longer, our careers have more chapters than before, but few people are equipped to navigate them.

Businesses and individuals need to learn to upskill, re-skill, and reinvent to stay current and future proof careers. What matters most at different career stages evolves, so targeted career development support is key.

## HOW IT WORKS

There are five key stages when people benefit from a career coaching check-step:



### 1. Early career

- Initial skills and training
- Ways of working
- Breadth/depth or both



### 2. Shifting gear

- Shifting gear or direction
- Upskill, re-skill
- Balance struggles



### 3. Mid-life review

- Taking stock
- Wealth, work, wellbeing
- Growing need for meaning
- Lifelong learning



### 4. Final chapter

- Not ready to retire
- Legacy
- Working differently is a key priority (e.g. portfolio)



### 5. Retiring

- Transitioning
- Identity shift
- Occupation, but in a different way

Despite compelling evidence, few companies offer a coherent suite of career support.

1:1 career coaching is typically six sessions over 3 months.

Group programmes include a workshop, access to resources and personalised 1:1 sessions (1, 2, or 3).

Workshops provide shared learning, reassurance and buddy support beyond.

## OPTIONS

Group workshops (10-12 people) or 1:1 sessions.

## PRICE

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# LEADERSHIP AND EXECUTIVE COACHING

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## WHAT IS IT?

Conversations can be wide-ranging – including business leadership, personal development, leadership style, or skills and capabilities. It is most effective with:

- Strong rapport between the leader and coach
- Clear goals, revisited regularly
- A leader who is ready and able to apply what they learn
- A receptive culture

Programmes are usually longer-term (12 months) but can also be short and targeted (1-3 months).



## WHO IS IT FOR?

Leadership coaching is often commissioned as part of a talent review process to support a development move, need or transition. For example:

- Preparation for board membership
- An international assignment
- First 90 days in a new business unit
- Becoming a head of function
- Developing peer leadership skills
- Technical specialist to general manager



## WHY USE IT?

Executive coaching is a form of organisational learning through one-to-one development conversations. Evidence shows that senior managers learn best from:

- An injection of timely, relevant insight
- Others they respect
- A safe, supportive, but challenging context

Working with a trusted advisor, leaders can address real challenges they are facing in a safe, confidential environment.



## HOW IT WORKS

Depending on the coaching goals, conversations can focus on any of these areas.

Finding the right coach can be tricky. A quality coaching faculty has certified coaches with a diversity of expertise and styles. A chemistry conversation with at least three coaches is good practice.



Executive coaching can be:

- Targeted: 3 sessions over 1-3 months
- Transitional: 6-12 sessions over 6-12 months

A short list of three or four recommended coaches is provided.



## OPTIONS

Targeted or transitional sessions.



## PRICE

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# SKILLS PERFORMANCE COACHING

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## WHAT IS IT?

Skills performance coaching focuses primarily on effectiveness in the current role.

Specialist support is provided by a subject matter expert coach, chosen for their experience of the particular learning area.

Solution focused coaching ensures goals are clearly defined, progressed towards and achieved.



## WHO IS IT FOR?

Any skill area that requires individual, targeted coaching support. For example:

- **Selling skills**
- **Presentation skills**
- **Advanced negotiation**
- **Manager as coach**
- **Having difficult conversations**
- **Apprenticeships – all levels**
- **Business partnering**
- **Account management**



## WHY USE IT?

Some skill sets, or people, need personalised support – to refine their skills, improve their application, or extend their expertise.

Many skills also have defined standards to be achieved. Subject matter experts can help individuals achieve the required standard or progress to the next level.

Personalised 1:1 skills performance coaching helps learners to enhance their skills in a given aspect of their work.



## HOW IT WORKS

The Hemsley Fraser coaching process – PACE - has been developed following extensive research.

It ensures rigour in each engagement, flexibility to meet individual client and organisational needs, and a commitment to deliver results.

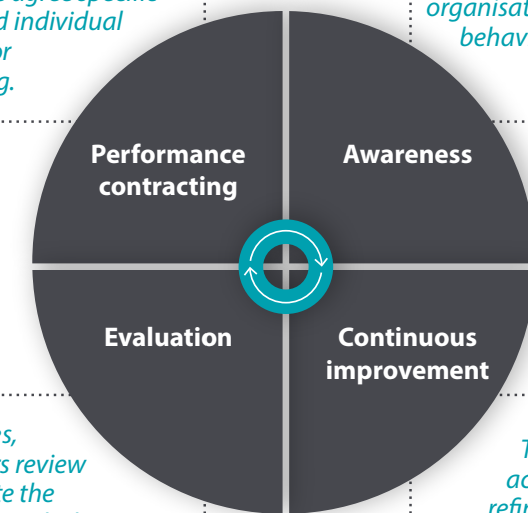
Individuals have a 30-minute chemistry conversation with a short list of relevant, qualified coaches.

Coaching sessions are 60 minutes long. Programmes can be 3, 6 or 12 sessions long.

In a safe environment, participants set goals, actively reflect on how things are going, address challenges, practice skills, and action plan.

*The coach and key client stakeholders agree specific business and individual outcomes for the coaching.*

*The coach helps to heighten awareness of the organisational context, goals, behaviours, skills, personal motivation, barriers and impact.*



*At key stages, stakeholders review and evaluate the progress towards the defined objectives.*

*Through discussion, action, reflection and refinement, individuals progress towards their goals.*



## OPTIONS

1:1 sessions (3, 6 or 12)



## PRICE


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# CONTACT US

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