

# COACHING FRAMEWORK



**A FRAMEWORK FOR IMPLEMENTING EFFECTIVE COACHING  
SOLUTIONS**



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# ABOUT US

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The Leadership Coaches is led by leadership and management development expert Zoé Lewis. With over 20 years in leadership and management development, working with global organisations and developing talent from C-Suite to the front line, Zoé set up The Leadership Coaches with a mission to help organisations invest in the right, long-term solutions, that make a sustainable impact in the business, rather than any sticking plaster approaches.

She often turns down work, due to high standards and a requirement from the organisations that they are truly committed to the results they seek.

Zoé is known for her discerning approach to recruiting only the best coaches. After applications from over 150 leadership coaching associates, just 20 are able to associate themselves with The Leadership Coaches.

Our coaches are robustly checked: Level 5 or above Coaching Qualifications, they have coached at C-Suite/Executive level, Zoé personally checks 2 of their references and these cannot be for pro bono work, each coach must maintain regular coaching supervision with an accredited coach supervisor, plus they have access to over 40 psychometrics across the team of coaches.

## OUR VALUES AND ETHICS

We are led with the right principles for evolving great businesses and looking after our world. Our values are:

- **Exceptional service**
- **Act with integrity**
- **Social Responsibility**
- **Living diversity, equity, and inclusion**

**We are proud members of 1% for the planet and our partner charity is Wen, the Women's Environmental Network, for whom we provide complimentary confidence workshops and make regular donations of 1% of our turnover.**

# ABOUT US CONTINUED

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## Our Purpose

To help organisations create an environment where their leaders can thrive and inspire their teams to deliver outstanding results for all stakeholders.



## Our Mission

At The Leadership Coaches, we accelerate C-Suite, Director & Executive Board development by carefully matching them with their executive coach to make tangible contributions to their leadership and their organisation.



## Our Vision

The Leadership Coaches aspires to be the number one global choice for executive coaching, known for its exceptional coaching cadre, expertise, and professionalism, while making a significant contribution to ethical, sustainable, and charitable initiatives to remove inequity.

"Zoé is extremely warm and compassionate. She was really in tune with the way I felt and able to provide me with much more clarity and direction. I can highly recommend Zoé for any of your coaching needs."

# MEET OUR COACHES

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Hand-picked by CEO Zoé Lewis, our coaches are passionate individuals. Having worked across a wealth of industries, our coaches are experts in maximising potential regardless of the industry.

All of our coaches are members of professional coaching bodies, such as EMCC, ICF, AoEC, and CIPD.



# ONE-TO-ONE EXECUTIVE COACHING

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# SPONSORED COACHING

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Executive coaching is our niche, it's what we do, and we do it well. Zoé (CEO) researched what clients want from their executive coaches and rigorously recruited based on this to provide the perfect mix of executive coaches who are credible and achieve effective results through work with organisational leaders across the globe.

## WHAT IS EXECUTIVE COACHING?

A trusted, open, and honest partnership between a coach and a leader, in which the leader has a goal that they wish to achieve and/or something they need to overcome or work around to achieve their goal.

These goals relate to areas of executive life, from strategic leadership to interpersonal relationships, to influencing stakeholders, gaining people engagement, and other significant areas of leadership, not least, leading one's self.

The coach provides a safe space for the executive to share their thoughts, objectives, and challenges. The coach provides a balance of support, challenge, and accountability for the leader and uses practiced questioning, listening, and coaching mastery techniques to enable the coachee to effect impactful change.

The coach, coachee, and often, a sponsor, will agree on the expected outcomes of the coaching and that forms the basis of the purpose of the coaching, during each session the sessional objective is identified, whilst keeping the bigger picture goal in mind.

Coaching sessions are often held virtually via video software, via telephone for a walk-and-talk coaching experience, and also face-to-face in a confidential space. Each session is approximately 60-90 minutes.

# SPONSORED COACHING FRAMEWORK

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Whilst each coaching partnership has its uniqueness, the coaching framework is similar for most coaching solutions.

## 1. Complimentary discovery and chemistry calls

- We learn more about each coachee in our complimentary discovery calls, this is with one of our senior executive coaching experts, who will then suggest 2 coaches (or more) with whom we think you would find suitable for chemistry calls.
- One-to-one 30-minute virtual chemistry calls then take place with two (or more) of our leadership coaches, during which the coachee shares their goals and barriers/challenges, the coach establishes the coachee's commitment and they both establish if the 'chemistry' is in place for an effective coaching partnership to effect change.

## 2. Contracting

- We contract with the coachee and also as a triad coaching arrangement including the coach/coachee/sponsor. During contracting each person's roles, responsibilities, and expectations are established.
- Measurement of the coaching is agreed upon and set points/techniques are agreed upon to support the measurement of success.

## 3. Measurement

- Depending on what has been agreed, this may include 360° feedback, individual psychometric assessment, stakeholder interviews, and other techniques for measuring the start point.

## 4. Coaching

- Individual coaching sessions and real-world application of action, knowledge, skills, and/or behaviours.

## 5. Mid-point review

- Using agreed measures, the mid-point review reflects the progress made, and any gaps and confirms/establishes new goals for the next phase of coaching.
- Coachee provides anonymous feedback to The Leadership Coaches about their experience to date.

## 6. Coaching

## 7. End-point feedback and review

- Using agreed measures, the end-point review reflects the progress made, any gaps remaining, and suggested next steps. Both coach and coachee review the coaching partnership, citing success and key learning points.
- Coachee provides anonymous feedback to The Leadership Coaches.



# TEAM COACHING

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# TEAM COACHING

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Our expert team coaches are known for their diligent needs analysis, focusing on the team's start point and concerns as well as clarifying end goals and outcomes.

## WHAT IS TEAM COACHING?

Team coaching facilitates the empowerment of a team to enable and release its potential. Compared to one-to-one coaching, which focuses on the individual's hidden potential, the role of a team coach is to harness the untapped potential of the team to help the team grow and develop to ultimately optimise performance.

The goals the team sets vary and may include:

- What is our purpose?
- How do we work together to appreciate each other's strengths and make progress when we experience conflict?
- We are performing great, but we feel like we can move to another level, can you help us?
- We are not getting on and there are issues, how can we progress?
- How can we better work together in a hybrid working model?
- We are a new team and we want to progress through the team development stages proactively to become a high-performing team as soon as possible.

This list is not exhaustive, it gives a flavour of the areas in which team coaching makes a difference.

The coach learns about the team and identifies its strengths and challenges and clarifies the objectives. The coach creates a safe space for the team and through unbiased external eyes and ears, provides the environment for all members of the team to speak up, be heard, listen, and make decisions for the benefit of the team, ultimately bringing about the desired change to achieve the team's goals.

Team coaching starts with a series of 1:1 sessions to establish the current reality. Typically team coaching takes place monthly to enable embedding and reflection prior to review and action.

# TEAM COACHING FRAMEWORK

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Whilst each team coaching requirement is unique, the coaching framework is similar for most team coaching solutions.

## 1. Complimentary consultation

- During this initial consultation, our experienced team coach will establish the current situation, including context, scope, objectives, any issues, and timeframe.

## 2. Discovery stage and contracting

- At the start of this stage, contracting is agreed to establish the roles and responsibilities, and expectations of the coach, leader/manager, and team members.
- This stage normally begins with a set of one-to-one conversations with all team members to get a current picture of reality about the perspectives of the team, depending on the context, this may include dynamics, strengths, challenges, performance, etc.
- This stage may also involve stakeholder interviews or feedback surveys to establish external views about the team and how it delivers its services.
- Sometimes this stage also involves the use of psychometric tools, which may also be used to support measurement.

## 3. Measurement

- Data gathered at the discovery stage is fed back to the team and linked with team objectives, and measures of success are set to create milestones for the team.
- Data provided by the client such as satisfaction scores, sales figures, employee engagement surveys, etc. may also form the basis of a combined measurement approach.

## 4. Coaching

- Bespoke team coaching focused on progressing the team towards their objectives, bringing up and working through challenges, and developing the team to drive the outcomes they require.
- Depending on the objectives and the discovery stage, often an organisation will choose to provide 1:1 coaching to leaders/managers/team members to support the individual journeys that the team members are experiencing as the team develops as a whole.

# TEAM COACHING FRAMEWORK

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## 5. Ongoing reviews

- Using agreed measures, each team coaching session will reflect on the progress made, clarify the gaps, and confirm the next steps to achieve the team's goals.

## 6. End-point feedback and review

- Using agreed measures, including data gathered at the start and end-points the review reflects the progress made, any gaps remaining, and suggested next steps. The coach and team review the coaching experience from successes and lessons-learned perspectives.

# IMPACTFUL COACHING



# KPI



# MAKING LIFE EASY

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The Leadership Coaches' Coaching Portal and five-star account management make life easy for you. We know how much there is to handle when it comes to setting up, communicating and keeping everything on track with your coachees and you'll be glad to know, we look after this for many of our clients. We take care of the communication with the coachees, coaches, sponsors and the HR and L&D team, leaving you free to focus on your other tasks.

- **Coachee preparation** - we meet the coachees to discuss their expectations and set them up for success by explaining the process and recommending them coaches aligned with their needs and expectations.
- **Sponsor preparation** - we meet sponsors to ensure they are clear on their role and responsibilities and answer any questions they have on the process.
- **Contracting** we agree and contract roles, responsibilities and expectations of all parties with coach, coachee, sponsor and the HR/L&D team.
- **In-built reviews** - Start, mid-point and end-point reviews are built into the process and these form part of the ongoing success evaluation to ensuring coaching is supporting development.
- **Quality review calls** - these calls are set up between coachee and the account manager at The Leadership Coaches to confirm the coachee's satisfaction with their coach and progress, the coach is not part of this quality check call.
- **Account Management** - your dedicated account manager will keep you up to speed about the coachees and their position in the coaching journey. You can also have access to our portal which has exclusive client access to see updates on number of sessions without breaching confidentiality about coaching session content.

## BESPOKE SOLUTIONS WITH PSYCHOMETRICS

We have a wide range of psychometric assessments and 360° tools which can be added to coaching packages, but we only mention these if they are needed to add value to the coaching.

# TESTIMONIALS



# A COUPLE OF OUR MANY TESTIMONIALS

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Below are just a few of the great things people have to say about working with our team of executive coaches. To watch our video testimonials visit us:

[HTTPS://WWW.THE-LEADERSHIP-COACHES.COM/TESTIMONIALS](https://www.the-leadership-coaches.com/testimonials)

## **Sukhy**



“Thanks so much for creating such a fantastic coaching experience – I got a lot of personal growth and value out of it. Sukhy is a thoughtful and experienced coach who helped to shaped and deliver a Women’s Leadership Programme at Accenture. I have been working with Sukhy and I can definitely say that her tools and insights have helped me overcome self-doubt and achieve more in my career than I believed was possible myself.”

***Director, Professional Services***

## **Lisa**



“This was my first executive role and it struck me that when you make an executive you’re expected to know it, know what it feels like to be an executive, and actually the reality is quite different...To people who are sceptical, I would say I personally got huge value because the actions and outcomes were tangible”.

***COO, Unity Trust Bank***

## **Carol**



“Your coaching style allowed for a relaxed environment and created the opportunity for me to lead on finding the solutions to dealing with my obstacles. It brought me back to focusing on my core values and became the catalyst for reframing of my thoughts and feelings in such a way that I have become a lot more positive about my direction. I have a strong sense of discipline, and therefore trust my assurance to self that I will maintain the progress achieved over the course of the coaching sessions.”

***Senior leader, Private***

To see our full selection of coaches, please visit our website <https://www.the-leadership-coaches.com/team>





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