

The business case for coaching




Chiumento

The individual approach to HR

To create a high performing business, you need high performing people. Coaching is now recognised as one of the most effective development tools because it is tailored to the needs of the individual.

In a Chiumento coaching survey, 93 per cent of organisations agreed that coaching is a leading development tool.

Far from being just a quick fix to tackle an individual's behaviour, coaching works best when it is a strategic, planned approach, focusing on enhancing the performance and development of the individual. Coaching provides the right environment of confidentiality, trust, focus and 'time-out' for busy managers to concentrate on their own development.

Our coaching research also revealed that 96 per cent of organisations had seen individual performance improve since coaching was introduced and nearly as many (92 per cent) had seen improvements to leadership and management effectiveness. Some of the other business benefits of effective coaching include accelerated personal development, enhanced performance, better relationships, increased confidence and impact and greater personal awareness.

What Chiumento coaching can offer you

At Chiumento we have the resources, capability and track record to meet all your coaching requirements.

1:1 coaching

We help executives and managers in a range of coaching arenas including skills coaching, performance coaching and developmental coaching. Our philosophy is that every manager has the potential to grow and develop – our job is to facilitate that process.

Team and boardroom coaching

Just like individuals, teams and boards often need help and support to achieve their goals. We work with them in all sorts of settings and situations – but whatever it is our role is to facilitate their group learning and development so that they perform more effectively.

Coaching skills for managers

There is recognition and firm evidence that managers need a wider repertoire of skills than ever before. In today's business world a manager needs to be able to coach and manage to get the best from his team. We can provide coaching skills training for your managers giving them the confidence to know how and when to coach.

● For more information on our coaching services telephone 020 7224 3307 or email talent@chiumento.co.uk



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How does it work?

Each coaching intervention is different, however a typical programme could include the following stages:

Familiarisation

We seek to understand the client's development needs with them and their sponsor to establish that coaching is the right approach. We identify the Chiumento coach that will best meet their needs and agree expected outcomes.

Set up and assessment

The client and coach build the right framework for effective coaching, establishing the boundaries and the organisational context that the client is working in.

Setting the direction

We clarify the coaching goals, look at available data such as psychometrics and gather further information from 360 interviews. Our aim is to clarify the performance behaviour and metrics by which progress will be measured.

Coaching

Throughout the coaching phase the coach and coachee meet regularly to work through the coaching goals. Because coaching is about learning, the coachee is encouraged to develop actions from each coaching session as a way of building confidence and impact.

Conclusion and evaluation

In evaluating the success of a programme, we will assess achievement of coaching goals as defined at the outset. This could include feedback from the coachee and sponsor about achievement of coaching goals and feedback from colleagues and staff about what has changed.

Throughout the programme we will conduct regular feedback sessions to encourage open dialogue about what is being achieved.

Chiumento coaches

Respondents to our coaching research said that quality was their first consideration when choosing a coach (71% said this). Chiumento attracts some of the best coaches in the industry and they choose to work with the Chiumento Coaching Academy because:

- We apply stringent selection criteria so they know that their Chiumento peers are some of the best in their field. Only 1 in 20 candidates are selected as Chiumento coaches
- They are supported by a coaching supervisor and attend regular forums to share ideas and best practice and to keep abreast of developments in the wider coaching profession
- They hold or are working towards a coaching qualification that meets the quality and ethical standards Chiumento demands
- Their diverse business experience and backgrounds appeal to Chiumento coaching clients who prioritise quality and track record when selecting coaches.
- For further details on our coaches and their selection, induction and continuing professional development, contact us on 020 7224 3307 or email talent@chiumento.co.uk

Why choose Chiumento

- Our coaches have been selected for their proven track record and commitment to the highest quality of service
- We are members of the European Mentoring & Coaching Council and comfortably meet their standards
- Our coaching interventions are clearly measurable and we help clients establish ways of measuring the return on their investment
- We take a flexible approach, grounded in a clear, phased structure which provides the framework. No two coaching or business situations are alike and our service adapts accordingly
- We can provide supervision for client coaches, ensuring that your organisation gets the best out of its coaches
- We strive to lead and challenge current thinking through original research, regular comment in the HR press and hosting discussion forums.

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"The team coaching event has allowed them to completely revise their 'selling' approach, to move clearly to solutions and relationship selling."

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What our clients say

"I've become more aware of how my actions and even choice of language are perceived and now consciously work towards managing others' perceptions... My self-view has moved from that of a technical expert who has drifted into a position of authority, to that of a senior manager with a strong technical background."

Financial controller, UK pharmaceuticals organisation

"Before the team coaching event the key accounts team were unclear about their current approach to the market and how to build a stronger, more sustainable business. The team coaching event has allowed them to completely revise their 'selling' approach, to move clearly to solutions and relationship selling and be clear about their 3 year growth plan."

Key account team, financial services organisation

"I now get involved in a much wider range of business issues and have developed my facilitation, arbitration and broking skills. I was able to reduce a £355,000 IT problem to £50,000."

Operations manager, major manufacturing organisation

"The results of the coaching programme have exceeded my expectations. My recent promotion into a new divisional role is tangible evidence of the much greater clarity in my thinking and I now feel much better prepared to manage my career."

Business unit manager, large logistics organisation

