

Executive Coach **from WME**





Coaching with West Midlands Employers

WME has been championing coaching since 2007 and has seen the positive impact it has at both individual, group, team and organisational level. This document outlines the coaching available for you as an executive leader and how to make arrangements.

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Introduction

Being an Executive Leader in an organisation is about making change, leading others, setting the tone and driving the achievement of your organisation's vision. We recognise that whilst this can be an exciting place to be, it can also be very challenging, often feeling 'alone with the thinking you need to do to shape your decisions.

Our experienced executive coaches work with senior leaders on a one-to-one basis to help provide a confidential space for that critical thinking. Supporting you through structured conversations that are confidential, enabling you to think out loud, test out your thinking, find alternative avenues, discuss leadership concerns, alongside being a space to recognise your leadership strengths and how you can better deploy them as a senior leader to get the results you need.

Our coaches adhere to our WME values in their approach to coaching:



Influencing Change

To support you to innovate and create change in the public sector



Honesty

Are transparent about what they observe to provide you valuable feedback for positive shifts



Excellence

Strive to deliver a quality service and continue to develop themselves to bring the most effective approaches



Ambition

Support you to aim high and make a positive difference through spectacular work



Respect

Accept everyone is individual and will support you with understanding and inclusion



Trust

Work with you in partnership to achieve your goals so you know you can depend on them



How it works:

- Select a coach from the range of profiles available on request via info@wmemployers.org.uk. The coaches have provided an outline of their coaching experience and style, their qualifications and development, as well as their workbased and professional background. You may also find it helpful to take a look at our 'Coaching Focus' on the following page to help you consider outcomes for coaching before selecting your coach.

- Contact info@wmemployers.org.uk to make arrangements for an initial free of charge chemistry session with your first choice coach to establish whether you feel you could work well together. If either of you decide it's not the right fit then you can select another coach from the list of profiles.

- Typically a coaching programme is six 90 minute coaching sessions, often monthly or fortnightly as agreed with your coach. Arrangements can be flexible based on what you are looking to achieve and budget available. Sessions can be face to face or virtual and if preferable, there is the option to use the WME offices.
- Once you have agreed on your coach, how many sessions you would like and provided a purchase order number the coaching can commence.

- Your coach will work with you to agree a suitable schedule of sessions. It will be tailored to your objectives, specific needs, situation, and constraints. It can often be beneficial within your initial session to host a threeway, high level objective setting meeting between you, your coach and your coaching sponsor.
- Working with a coach can also include:
 - "Just in time" real-time coaching for crucial conversations, meetings, or other business activities that require a focused coaching intervention and support
 - Further unpacking the feedback from a 360-degree report or personality profiling report to help understand personal strengths and impact on others
 - Attendance at meetings/events to provide observational feedback on leadership style and communications skills

- Expect your coach to keep you on track with the objectives you set at the beginning. At each session, our coaches will work with you to review how things are working to ensure the coaching and approach is adding value to what you are trying to achieve. When your coaching programme finishes they will help you assess the value of the coaching investment for you and your organisation.
- Should you have any concerns about the quality of coaching received please contact info@wmemployers.org.uk in the first instance.

Coaching Focus

The focus of your development may determine the type of coach you would like to work with. Below are a few suggestions that may help you consider possible outcomes for coaching.

Executive Leadership Coaching

Executive leadership coaching can help you:

- Explore your **Leadership style** and the skills you need to adapt and respond to different situations
- Review the **culture** in your team or organisation and what you need to do to lead it towards the culture you want; this could include reviewing your **strategy, people skills, communication skills and presence**
- Consider where you need to **introduce and drive change** and future **Business Planning**
- Reflect on your **wellbeing** and that of your **organisation** to ensure you are benefitting from being in a healthy workplace
- Look to the future and what you need to think about for the **next step in your career**

Wellbeing and Resilience Coaching

Using coaching to focus on your wellbeing and resilience could help you:

- Reflect on your **workload management** and establish strategies to **prevent burnout** for yourself and your colleagues, understanding how you can **lead by example**
- Review the impact of **challenging relationships** and what control and influence you have to improve them
- **Build your confidence; to bounce back from setbacks or failed initiatives**, or especially where you may be experiencing **imposter syndrome** which may be holding you back from what you are capable to achieve
- Consider how your **homelife and work life are impacting each other** and what you could change to make a positive shift

First 90 days Transition Coaching

This coaching is particularly suited for leaders recently appointed to the next level of leadership – either managing managers, managing functions, managing service areas or managing organisations.

First, 90 days transition coaching typically includes several individual coaching sessions with the leader focussed on:

- **Understanding leadership style**, to identify strengths and how you can make maximum impact in your leadership role
- **Understanding skills gaps** which usually exist when stepping into a new role
- **Identify strategies and areas of focus** to get off to the best start, which could include establishing credibility, defining the vision, building the new team, securing the quick wins, building supporting alliances
- **Reviewing the progress** and where flexing style may be required to meet needs of new colleagues and the organisation

“Being able to access a coach early into my new role meant that I was able to successfully make the big jump and tackle the larger work remit. As a senior manager in a new organisation, coaching gave me the space to talk things through with someone as I built relationships with other managers.”

Senior manager, Nuneaton, and Bedworth Borough Council



Investment in our 121 Coaching Programmes

WME have a variety of Executive Coach Associates available to work with you with varying levels of experience and expertise. Below is an overview of prices you can expect, and details of fees will be outlined on coach profiles when shared with you.

Virtual per hour
from £225

Virtual - six sessions x 90 minutes
from £1,375

Face-to-face per 90 minutes
from £325

Face-to-face - six sessions x 90 minutes
from £1,950

All fees are quoted exclusive of VAT and travel expenses for face to face sessions, and are valid from February 2022

Organisations who belong to the West Midlands Coaching and Mentoring Pool receive 5% discount on fees.

WME Programmes

First 90 Days Coaching:

Programme of six 90-minute sessions and a 6-month review session start **from £1575+VAT**.

We recommend fortnightly sessions over the first 3 months, followed by a 6-month review, but arrangements can be flexible based on what you are looking to achieve and budget available.

After the initial 3 months, a 6-month review can be included to assess progress to support motivation and focus. As a minimum we recommend that the individual's new line manager/leader is involved in an early session to provide organisational context for the coach. They may also be involved at the mid and end point to support the review of progress.

"I have benefitted immeasurably from a number of sessions of executive coaching to help develop both my personal leadership style, but also to understand my role as a senior leader and the strategic context in which I operate.

Working with my coach was powerful - being able to have confidential conversations about organisational fit when your approach is a-typical to your peers. This type of coaching is hard – and needs time and work invested, but it makes such a difference! Thank you!"

Superintendent, West Midlands Police



Further coaching offers available through WME

As well as providing access to coaching through our qualified coach associates and networks, WME also have a broader suite of coaching development offers, created to support organisations in building strong coaching cultures, which can result in, for example, improved organisational resilience, productivity, effectiveness of working relationships, ability to manage through difficult situations and better-quality communication and engagement:



Group and Team coaching



Online coaching training and self-coaching modules



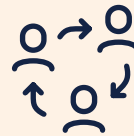
Introduction to coaching
for individuals in non-managerial roles or who are completely new to coaching



Manager as Coach programme



Coaching Qualification



Group Coaching Facilitator training



CPD and Supervision for new and experienced coaches



Annual Coaching and Mentoring Conference

Please take a look at our [product book](#) for details or get in touch to find out how we can meet your needs. Contact us via info@wmemployers.org.uk

“Coaching has helped me through some of the most challenging pinch points in relation to management of the pandemic. It’s gold dust getting that time with my coach to take off the mask and be myself. It’s a thinking space, to express how things are going, consider what’s going to work and come up with my strategies. It’s ok not to have the answers.”

Shade Agboola, Director of Public Health, Warwickshire County Council

