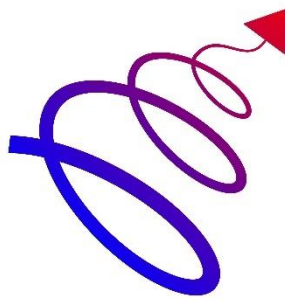


# Squeeze Maximum Value from Your Coaching Programme in 7 Easy Steps



Coaching

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# Squeeze Maximum Value from Your Coaching Programme in 7 Easy Steps

Are you new to coaching? Do you want to minimise the risk of a negative coaching experience? Do you want to avoid wasting time?

If you'd much prefer a return on your investment, emotions, and energy, then the following steps, will help you squeeze maximum value from your coaching programme.



## A reminder of the basics first!

### What is coaching?

Coaching is about asking questions to help you move towards your goals, using your knowledge, skillset, and mindset. It's a non-judgemental, confidential, and supportive yet challenging process.



### What do Clients *really* want?

Experience tells me that Clients don't want coaching, they want results. To get results, it can take more than coaching questions. It can take coaching questions and conversations, practical tips, mentoring, attitude and skill development, and proven systems.

### What triggers the need for a coaching programme?

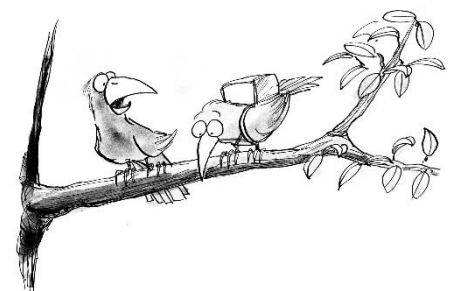
Things like a desire to build confidence, reduce stress, improve working relations, improve productivity, or simply to have an objective sounding board when you are making important decisions.

When you decide to invest in a coaching programme, in yourself, here are my 7 steps you can use to squeeze maximum value from your chosen intervention:

## Step 1 Have a goal and a result you want to achieve

Goals can be task, people, and behaviour focused. Such as:

- How to move from wheel-spinning to razor-sharp productivity;
- How to build rapport and relationships with greater ease or handle someone who keeps interrupting you; and,
- How to adapt your leadership style so as to get the best out of others.



"Let's try it without the parachute."

Results are more specific, such as, get the X Project completed by Date, get buy-in to my X Initiative, or prepare for my next leadership career move in 90 days.

If you do not have clarity of direction, you can use coaching sessions to establish clear goal(s).

## Step 2 Get buy-in and support for your Coaching Programme

Whether you hire your Coach from your own, your Line Manager's, or your HR Department's training budget, I recommend:

- You find a **Sponsor** – this is usually your Line Manager; and,
- **Include your Sponsor** during your first and last coaching meetings - even if just for 30 minutes. This enables a transparent coaching brief and evaluation with no misunderstandings.



**How can a Sponsor support you?** Your Sponsor can create opportunities for you to test out your new approaches and skills. Your Sponsor can also provide helpful feedback. Sponsors tend to provide the financial support for the intervention too.

## Step 3 Schedule all coaching elements into your diary

**That way, it happens!** Sometimes this involves creating space in your diary for your Coaching Programme. If you work with me, **you can expect to schedule:**

- Up to 1.5 hours for each coaching meeting;
- Up to 30 minutes for homework which is usually given at the end of each coaching meeting; and;
- Up to 30 minutes reflection time for fortnightly email coaching.

In total, that's 15 hours for a Coaching Programme over 90-days.

## Step 4 Understand and manage expectations



Share what brings out the best in you with your Coach. Get your Coach to share what brings out the best in her. Get your Coach to explain how they approach coaching. Revisit expectations as things progress.

### Step 5 Do your Coaching homework! I promise to do mine!

You'll be encouraged but won't be forced to do homework. Coachees who do their homework have a higher success rate. Homework can range from recommended reading, to profiling, to mini-challenges. A mini-challenge is about applying learning in the workplace. So, if your habit is to withdraw in meetings, your mini-challenge might be to offer an opinion during 3 meetings over the course of 3 weeks. Easy! Mini-challenges are a great way to build confidence in new habits. You're supported all the way!

As your Coach, I commit to:-

- Pulling-together relevant strategies, solutions and techniques for all your Coaching sessions;
- Tailoring homework to make it meaningful and progressive;
- Summarising our coaching meetings; and,
- Providing email and / or phone coaching for you.

### Step 6 Be open with your Coach

If you are new to Executive Coaching and feel uncomfortable talking about yourself, be reassured that your Coach will keep confidences – that is unless you are planning on doing something illegal! **The more open and direct you are, the more valuable your programme will be.** Avoidance and evasiveness hinders progress.

If you sense you're masking your feelings in coaching meetings, it's worth exploring that. The more you can be yourself, the more enjoyable and beneficial your coaching journey will be.



### Step 7 Work out your Return on Investment

Sometimes this can be easy, sometimes not! **The clearer your goal and result, the easier it is.** It's about identifying the intangible and tangible benefits then translating these to a financial benefit. **Doing this gives you a full appreciation of what you've achieved!**

*"The minute you settle for less than you deserve, you get even less than you settled for." Maureen Dowd*

## Summary

To squeeze maximum value from your coaching programme:

1. Have a goal and a result you want to achieve;
2. Get buy-in and support from a Sponsor (usually your Line Manager and / or HR);
3. Schedule all elements of your coaching programme into your diary;
4. Understand and manage expectations – share what brings out the best in you at a minimum;
5. Do your coaching homework;
6. Have direct conversations; and,
7. Work out your return on investment - be proud of what you've achieved!

Please contact me if you have any comments or questions having read [Squeeze Maximum Value from Your Coaching Programme in 7 Easy Steps](#).

Best wishes,  
Sue Douglas  
Executive Coach & Development Partner



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