

## COACHING TESTIMONIALS

“Thank you – you have helped me so much on both a personal and professional level” (Director, FTSE 20 Business)

“By helping me to understand myself and others better, your coaching has assisted me to build more effective and so more productive working relationships” (Director, Large Consultancy Firm)

“Following our coaching sessions I have my best presentation ever and I have had fabulous feedback” (Managing Director, Investment Bank)

“I am fifty six years old and I am finally confident following my coaching with you. Thank you” (Managing Director, Publishing Business).

### Accessible, Adaptable, Cost Effective and Fit for Purpose Coaching Support...

## Nurturing your best talent...

KGA offer some of the best coaches for Managers and Directors in the UK. Our coaches; are all professionally trained in leadership coaching, have held significant in house strategic and operational positions, have a minimum of 8 years successful experience of coaching and the testimonials that go with this, are absolutely passionate about helping people be the best they can be and are committed to ongoing self development and supervision to ensure our clients get the best on offer in the market.

Given the financial challenges of global economy we wanted to ensure that our clients still had the opportunity to receive coaching support despite tighter budgets. It is even more critical that leaders and managers continue to grow and find new ways to compete during these times. Offering virtual Coaching is the solution to this. **By 'Virtual', in the main, we mean coaching using a mixture of Skype; Webcam and Telephone Coaching.** The timing for the sessions are very flexible to accommodate the coachees diary - evening and early morning sessions are available. The client can choose the length of the session within the overall framework of the contract - again to work around the coachees commitments and challenges they will be facing at that time. The frequency of the sessions will be agreed between coach and coachee - again dependent upon the goals and the package chosen. As part of the virtual programme there is also available a **bank of on-line resources** available for the coachee to use (available Nov 2010).

**Our virtual coaching pilot** has proved very successful. Many of clients have valued the intervention as much as face to face coaching. **Our current model however does recommend that the first coaching session is done face-to-face and is far longer than the rest of the sessions.** This will

be important time for the relationship to build between coach and coachee and it will be critical to developing the contract for the work. We encourage the manager of the coach to be part of this initial session so a three way contract can be agreed. Some of our feedback suggested a **'blended'** approach so in response to this we also offer a flexible package where three face to face sessions are scheduled in to the programme.

Typically most coaching is aimed at raising personal performance which in turn increases business performance. Sometimes however, the coaching may be more relational which is equally as important. Often coaching is about providing more subtle support in a confidential setting to sustain or increase performance through challenging times. **It is important for the client to think about their coaching goals before agreeing which Virtual Coaching package will support them best.** We currently have three available:

**VC 1 : 6 sessions consisting of: 1 Half a Day Face-to-Face Session + 6 hours of Virtual Coaching Support split across 5 sessions.**

**VC 2: 8 sessions consisting of: 1 Half a Day Face-to-Face Session + 10 hours of Virtual Coaching Support split across 8 sessions.**

**VC 3: 11 sessions consisting of: 3 Half a Day Face-to-Face Sessions + 10 hours of Virtual Coaching Support split across 8 sessions.**

All packages require a three way contract review at the end where **results can be measured.**

# Meet the team



KGA's team of ten coaches have gravitas. They have all been well trained as Executive Coaches; maintain high standards of professional integrity; have a great record of success and have significant in house experience. In addition they have been chosen because they 'stand out' in a couple of areas that are important for our clients such as: organisational and commercial understanding; personal impact and credibility; the ability to sensitively challenge successful people and their passion and commitment to wanting to make a positive difference to the lives and success of others. Here is a **sample of some** of our coaches.

**Karen**

18 years experience of organisations working as a Coach, HR / OD Consultant and Facilitator of leadership development. Previously HR and and Management Development for Diageo, British Aerospace and Coats Viyella. MBA, BA (Hons) and CIPD Qualified. Trained as an Ashridge Executive Coach and currently completing Executive Coaching Masters. Accredited to use a variety of psychometric and has studied Psychotherapy with Transactional Analysis for 2 years at Masters level to support her coaching interventions. Coaching style is warm yet challenging with the ability to provide strategic and operational understanding. Client list includes Directors, MD's and Senior Managers at; Kingfisher, Readers Digest, First Suisse First Boston, Diageo and Gala.

**Mary**

Over 25 years experience of organisations working as a Leadership & Organisational Development Consultant and Executive Coach. Previously Mary held significant leadership positions in executive and non-executive roles and was the Executive Director of Postgraduate Education at the Tavistock and Portman NHS Foundation Trust. Mary is MA and BA (Hons) qualified and has trained as an Ashridge and Tavistock coach. Her personal style is about bringing deep insight and clarity of thinking and to help clients problem solve. She establishes highly supportive relationships with her clients. Client list includes CEO's, MD's and Senior Managers of Lifelong Learning, clients of the Tavistock, HMRC and University College.

**Larry**

Over 20 years experience of organisations working as a Coach and Leadership Development Consultant. Previously Larry worked in Sales & Marketing and HR for Coca Cola and Tesco. Larry has an MBA with distinction, is CIPD qualified, is trained as an Ashridge coach and is a licensed practitioner of NLP and MBTI plus other psychometric tools. His uses a client centred approach using coaching approaches from a multi-disciplines and ensures he role models effective leadership whilst coaching. Client list includes CEO's, Chief Legal Advisors and Senior Managers across public and private sector.

**Carrie**

20 years experience of organisations working as a Consultant, Coach and Trainer and previously in HR and Management Development for Laura Ashley, Dixons and Ernst & Young. Trained as an Ashridge Executive Coach and is a Fellow of the CIPD. Coaching style is highly personable is known to be a great listener. She has the ability to engender an atmosphere of openness and self-exploration helping to get to the crux of issues very quickly. Client list includes Directors, MD's and Senior Managers at Gala, RBS, Indicia and Readers Digest.

**Scaleability**

We currently have sufficient coaches of the right calibre to immediately provide you with virtual coaching services across any of the three packages for approximately 100 employees. Our networking circles enable us to easily increase our provision and should further resource be required we would need only 4 weeks lead time to do so. It is our intention to bring on board some European coaches who speak Spanish, French and Dutch as their first language. All coaches go through a rigorous selection process. Having led the recruitment of a large team of coaches for one of our clients we are highly experienced in identifying and selecting excellent calibre coaches.

**Research and Writing**

As committed executive coaches we strive to ensure our coaching methodologies are fit for purpose and highly effective. The impact of our work and evaluation against initial objectives is important for us to understand. To extend this understanding two of our team Mary Joyce and Karen Griffin are planning to research and write about virtual coaching - in particular the value it brings organisations and how the coach needs to modify their approach for maximum success. Ashridge will be supervising us in this work. Other than our own, there is currently very little research done in this area. We are seeking client partners to join us on this journey and if this is of interest we would be delighted to hear from you.

**Our Practice**

The approach to coaching will vary slightly depending upon the coach selected. All however, use models and approaches that have been tried and tested for many years such as TA and NLP within executive coaching frameworks such as those used by Ashridge and the

Tavistock. In line with best practice all coaches receive regular supervision. Three way contracts (between client, coachee and the coach) are an intrinsic part of our methodology. Upon agreement to provide coaches we work with clients to understand individual goals for the coaching work and preferences for the type of coach to suit each employee. We then offer at least 2 coaches for each employee to choose from.

**KGA's Virtual Coaching Programme**

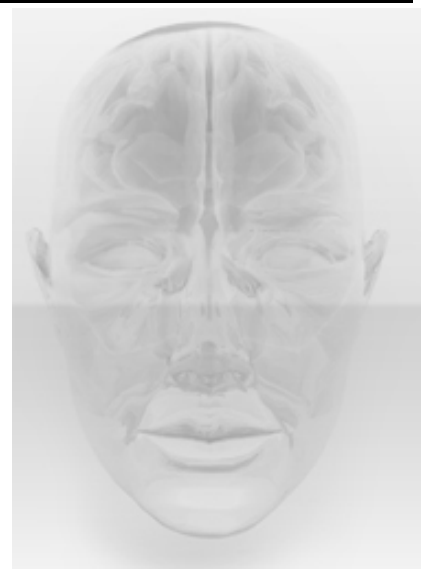
- Flexible in process and timing of delivery
- Mixture of face-to-face, skype, telephone and on line support
- Highly Accessible
- High Return on Investment
- Delivered by professional Executive Coaches with commercial experience
- High scaleability potential
- Committed to ongoing improvement of service through research and reflection

**Do you need to :**

- **Keep you A players productive and supported?**
- **Invest in your B players to build capability and potential?**
- **Encourage and continually grow your C players?**
- **Find value adding cost effective solutions to all of the above?**

**Contact****Karen at:**

**[Karen@kga-associates.com](mailto:Karen@kga-associates.com) or  
0870 2407862 OR 07747 840880**

**TESTIMONIAL**

**“KGA Virtual Coaching - what a fantastic approach to Executive / Professional Coaching & a definite step into the 21st century!**

Using Skype as a platform for very regular sessions, I felt this made me more focused as there was arguably more momentum than the traditional face to face programme... By no means is this the "light" version. In addition this particular virtual process encourages you to own and take responsibility for your development and in that respect I think this is a more rewarding approach than being potentially "pampered" by the coach who previously has delivered post conversation outputs each time. THANKS”

DIRECTOR, INVESTMENT BANK