



verosa

Executive Coaching

Information Pack

What is Verosa Coaching?

Verosa Coaching is a powerful professional development tool. Coaching is widely accepted as one of the most effective, impactful ways for organisations to develop leaders, remedy challenging behaviour and improve overall business performance. Coaching is not a panacea to all professional challenges. It takes time and commitment – both from the business sponsor and the individual concerned. However, for the right people in the right places, it is an extremely valuable and effective investment. It is used across the world by the highest performing organisations to develop talent, support strategic decision making, improve leadership behaviour and increase individual – and team – capability.

86% of organizations saw an ROI on their Coaching engagements, and 96% of those who had an Executive Coach said they would repeat the process again.

ICF Figures: 2020



Who is Verosa Coaching For?

When it is used in the right circumstances, coaching can bring about profound individuals who are critical to an organisation's success or its future success. However, in our experience, it is impactful at all levels of business and in personal settings also.

People management, relationships and behavioural challenges are well suited to a coaching intervention. When a leader is struggling to learn how best to manage themselves and engage others, coaching is a very effective tool. Similarly, increased responsibility and making the transition from manager to leader or strategist, is also likely to benefit from a coaching input.

The individual must be open to the coaching experience. A bright, motivated coaching client can meet most challenges. A bright, unmotivated one is unlikely to see results. If a coachee is cynical and closed down to the process of self-discovery, there is a lot that the Verosa Coach has in his/her armoury to help unlock the blockages, but ultimately the hard work is down to the coachee. Achieving real behavioural change and improvement can mean having to understand some uncomfortable truths about oneself and coaching is not for the faint hearted! On the other hand, having the opportunity to talk in confidence to a professional who is entirely unconnected to the politics of the workplace can be incredibly liberating, and the vast majority of clients enjoy the process as it develops.

A coaching programme enables the executive to build a relationship with their coach that supports the deep behavioural changes and shifts in mindset that lead to impressive results.

What is the Role of the Business Sponsor?

Often, the business will nominate an individual for a coaching programme on the back of a performance review or ahead of a promotion opportunity. In this case the Verosa Coach will work initially with the sponsor to discuss in detail the requirements for the intervention and the ways in which success can be measured. The coach will report to the business in general terms on how the coaching relationship is developing over time but will never disclose any of the confidential content of the coaching sessions.

Crucially, the business should stand ready to support the client. Changing the way we think and act is tough, even when we have support from those around us. When key leaders above or beside us are indifferent, sceptical or hostile to changes we are trying to make, this process can become exponentially more difficult.



What does a Typical Programme Involve?

Typically, Verosa Coaching programmes are a series of one to one, face to face (either in person or via video conference) sessions of about 50 - 90 minutes. Depending on the requirements of the client, programmes will be between three and twelve sessions. (Three is the minimum recommended number of sessions).

Before the programme begins, the Verosa Coach will meet the business sponsor and discuss desired goals and outcomes for the coachee. The coachee will then have an initial consultation with the coach to test the working dynamic (it's important there is the right chemistry between coach and coachee), ask any questions they have about the process and agree ways of working going forward.

During the coaching sessions, the Verosa Coach will be looking for opportunities to increase the scope of personal awareness for the coachee. Often this is achieved using a psychometric testing tool, (we have a wide range of tools including Transactional Analysis, Enneagram, MBTI, DISC and Strengths Profile) but it is not always appropriate or necessary.

The coach will use a range of techniques and exercises to support the client's growth in these sessions. Sessions take place anywhere between a week to four weeks apart.

At the end of a session the Verosa Coach will check in on any agreed actions and will set 'homework' if appropriate. Session recordings can be shared for the purposes of the client's own reflection.

Once the programme is complete, the Verosa Coach will have a final consultation with the business sponsor to assess return on the investment and share feedback.

In between sessions, the coach is available to answer questions, offer advice and ad hoc coaching for the duration of the coaching relationship.



Who will my Coach be?

All Verosa coaches are experienced and highly qualified coaches, accredited with one of the internationally recognised coaching bodies - the International Coach Federation (ICF) or the European Mentoring and Coaching Council.

Each of our coaches bring a wealth of experience and expertise to the coaching room and would-be coachees will have the opportunity to meet for a chemistry session with any of our coaches to find the right fit ahead of the programme. Our coaches are skilled in helping their clients define what is important about a potential coaching relationship and will be able to guide the would-be coachee's thinking and help them make the most of the opportunity.

How do I Find out More?

To find out more, please contact us:

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