

BENTLEY MOORE EXECUTIVE



C-Level Advisory Coaching Service Brief

Staff Augmentation-as-a-Service Business Solutions Service Brief

Introduction

Every organisation — whether a small enterprise, a mid-sized business, or a global corporation — depends on its **C-level and Executive leadership** to steer strategic direction, drive growth, and maintain stability. These executives operate at the point where strategy, governance, operations, and transformation intersect, making decisions that affect every aspect of the organisation's performance.

C-level roles, including the Chief Executive Officer (CEO), Chief Financial Officer (CFO), Chief Information Officer (CIO), Chief Operating Officer (COO) and other senior leadership roles – Managing Director, Managing Partner, VP, AVP, all carry accountability across all major domains: organisation, people, technology, process, services, operations, efficiency, third-party supplier management, legal compliance, procurement, contract management, and commercial governance.

The pace and volatility of today's business landscape, however, mean that no executive can operate effectively in isolation. Whether it's navigating transformation, responding to crises, leading digital evolution, or managing board expectations, leaders often need **an experienced external partner** to bring objectivity, structured thinking, and a C-suite-level understanding of complex challenges.

C-Level Advisory-Coaching provides precisely that partnership, combining strategic consulting expertise with targeted executive coaching to create measurable leadership impact.

It goes beyond just conventional advice: it is a process of co-thinking, co-diagnosis, and co-execution with the executive, ensuring that decisions are informed, pragmatic, and aligned with the organisation's long-term direction.

We engage with C-suite leaders not as trainers or auditors, but as **trusted strategic counterparts**, helping them refine vision, challenge assumptions, sharpen decision logic, and strengthen leadership capability in the face of competing pressures.

C-Level Advisory-Coaching Services

Our service offering integrates structured strategic advisory with outcome-focused executive coaching. It is designed for leaders who operate under sustained pressure, balancing transformation agendas with daily operational imperatives, and who require neutral, confidential, and evidence-based support and insights to enhance decision-making and performance.

We partner with executives and leadership teams across the following dimensions:

1. Strategic Direction & Decision-Making

We assist leaders in clarifying strategic intent, evaluating alternative courses of action, and aligning organisational resources to achieve defined outcomes. This includes scenario planning, investment prioritisation, and risk-informed decision making, services and operations evaluation and improvement.

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2. Transformation & Change Leadership

Advisory-coaching provides a structured environment for the C-suite and leaders to shape, govern, and lead major transformation programmes, ensuring alignment between business strategy, technology, people, and process.

We help executives with objective insight, building internal resilience, communication precision, and governance discipline required to sustain change over time.

3. Operational Performance & Efficiency

We advise and coach executives in identifying operational inefficiencies, aligning accountability structures, and designing target operating models that optimise performance. The emphasis is on measurable improvement in quality, cost, and speed of delivery.

4. Leadership Dynamics & Team Cohesion

C-level teams often experience tension arising from overlapping mandates, differing leadership styles, and unclear accountability lines.

Our coaching supports constructive dialogue, clarity of purpose, and collaboration across executive portfolios relating to the organisation, people, technology, processes, services and operations, enabling leadership teams to act as a unified strategic core.

5. Third-Party, Contract & Commercial Management

We work with senior executives responsible for supplier ecosystems and outsourcing partnerships, coaching them to evaluate vendor performance, strengthen governance, and improve commercial alignment.

This often includes contract remediation, accountability mapping, and recovery planning for failing partnerships.

6. Technology & Digital Strategy Alignment

For CIOs and CTOs, we provide an advisory-coaching partnership that bridges strategic IT planning and executive influence, focusing on digital integration, architecture maturity, cybersecurity risk, and cross-department alignment of technology investment.

7. Strategic Communication & Executive Presence

We coach C-suite leaders in refining strategic communication, enabling them to engage boards, investors, ministers, and operational teams with authority and clarity. The goal is to develop leaders who not only decide well but communicate those decisions credibly and persuasively and whose actions and executive presence match their intentions

In each case, the engagement is **tailored**, **confidential**, and **goal-driven**. The outcome is a measurable increase in executive confidence, governance discipline, and decision coherence across the leadership tier.

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The Challenge

Every business faces moments when executive capability, capacity, or perspective is stretched. The following examples illustrate the typical challenges that drive demand for C-Level Advisory-Coaching across different organisational scales.

Small Business Context

In small or founder-led businesses, senior leaders frequently assume multiple operational roles — managing strategy, client delivery, finance, and staff development simultaneously.

As the business grows, strategic clarity can be overtaken by daily operational demands. Decision-making becomes reactive, and opportunities for structured growth are missed.

Advisory-coaching helps founders and executives step back from operational intensity to **refocus on strategy, scalability, and leadership sustainability**, without losing sight of delivery realities.

Medium-Sized Enterprise Context

In medium-sized organisations, growth often outpaces internal capability. Leadership teams find themselves balancing expansion initiatives with maturing governance and control frameworks.

Tensions arise between transformation ambitions and day-to-day delivery constraints.

C-Level Advisory-Coaching equips executives to handle this pivot, aligning people, process, and performance frameworks, while embedding leadership behaviours that sustain long-term maturity.

Large Enterprise Context

In complex enterprises, competing transformation programmes, large supplier ecosystems and layered governance models can obscure accountability.

Programmes stall, interdependencies are mismanaged, and senior leaders find themselves firefighting rather than steering.

The consequences can include financial loss, delivery failure, and reputational risk. External advisory-coaching brings **objectivity and clarity**, providing structured diagnostics, a neutral challenge function, and executive-level thinking that restores coherence and alignment across the leadership chain.

Across all contexts, C-Level Advisory-Coaching ensures that leadership capacity and decision quality rise proportionately with business complexity, helping executives remain adaptive, resilient, and strategically grounded.

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Experience and Capability

Our C-Level Advisory-Coaching capability is built on extensive experience across both **private and public sectors**, including multiple **government departments, financial institutions, and SME environments**. We combine **board-level advisory expertise** with **individual executive coaching** to strengthen leadership effectiveness, governance integrity, and organisational delivery performance.

Each engagement is designed around **measurable business outcomes**, practical leadership support, and the **development of long-term executive capability** — ensuring that senior leaders not only resolve immediate challenges but also enhance their strategic resilience and decision-making maturity for the future.

1. Driver and Vehicle Standards Agency (DVSA)

- **CFO Coaching & Advisory:** Provided strategic and delivery support during a **Finance Insource Transformation**, aligning financial governance, capability building, and executive oversight.
- **Programme Director Coaching:** Supported senior leadership through a **major transformation recovery**, addressing governance breakdowns, stabilising delivery, and restoring confidence across the department.

2. Department for Environment, Food & Rural Affairs (Defra)

- **CIO Advisory-Coaching:** Supported CIOs through **multiple programme crises**, including ministerial escalation caused by non-delivery and third-party vendor underperformance.
- Facilitated strategic realignment across IS/IT divisions, building integrated delivery accountability and restoring credibility at the senior stakeholder level.

3. Deutsche Bank

- **Outsourcing Recovery Advisory:** Partnered with Consulting Executives to stabilise and realign a **multi-million-pound outsourcing contract with HP**, improving contractual structure, governance, and supplier engagement.
- **Global Software Licence Compliance:** Designed and facilitated a global remediation programme — including creation of a **Global Governance SteerCo**, clear RACI mapping for all global stakeholders, centralisation of procurement and contract management, and definition of a roadmap towards convergence and compliance maturity.

4. SME Counselling Sector

- Worked directly with the **Managing Director** of a counselling practice to design and implement a **multi-year strategic growth roadmap**, transitioning the business from organic to structured strategic growth while protecting client continuity and staff wellbeing.

5. Accounting Firm – Leadership Mediation

- Provided **conflict resolution and executive mediation** for senior partners and directors, addressing internal discord, behavioural insight, affecting delivery and morale. Coaching reinforced constructive dialogue, leadership accountability, and operational cooperation.

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Through these engagements, we have consistently demonstrated the ability to:

- Provide **clear strategic insight** under pressure.
- Deliver **structured, outcome-driven coaching** that enhances executive effectiveness.
- Embed **leadership resilience and decision discipline** within complex operating environments.

How We Can Help

- Our experience spans multiple industries and government departments, combining board-level advisory insight with one-to-one coaching to strengthen leadership performance and organisational delivery. Each engagement is shaped around tangible business outcomes and long-term capability uplift.

Our advisory-coaching model is distinguished by its **confidentiality, practicality, and C-level perspective** — ensuring executives not only receive sound advice but develop the capability to sustain performance and lead effectively long after the engagement concludes.

Contact Us

Should you wish to discuss any of your requirements and how we can help you, you can contact us as follows:

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Our Services



Website Services



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