

## Why is Coaching important?

- Individuals, teams and organisations often face significant challenges which are not necessarily helped by traditional training methods.
- Lacking clear personal goals can lead to reduced engagement / underperformance.
- Problems in 'stepping up to' or 'stepping over' a role are also common. Perhaps an appointment has failed to meet expectations?
- By addressing their needs in a confidential space, individuals can be challenged and stimulated to think through their performance, approach and impact.

## We can help you to...

- Make key individuals feel valued and committed;
- Improve areas of performance, skills and knowledge to enhance impact and career paths;
- Focus personal and career goals; and
- Accelerate personal development.

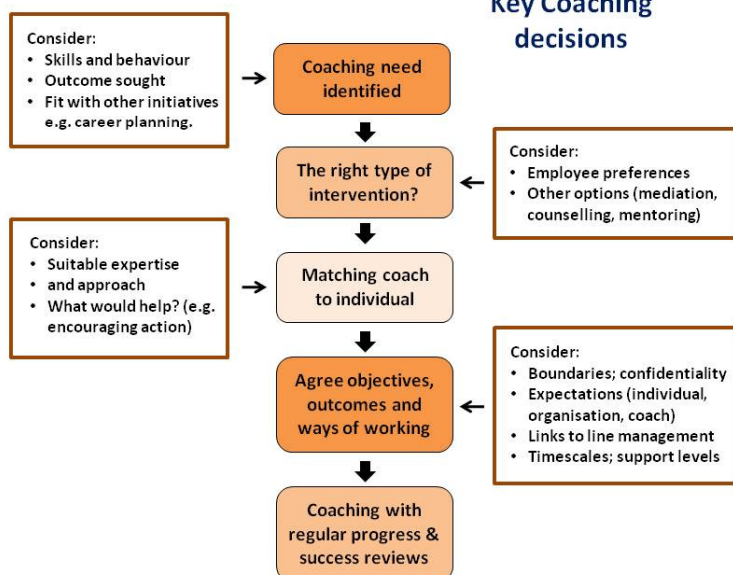
## Our expertise enables you to...

- Advance succession planning, talent management strategies, including fast-tracking key individuals;
- Run successful personal effectiveness programmes, such as 360-degree appraisal, or development centres with individual coaching; and
- Support employees during underperformance, restructure, merger or acquisition.

## The process

- **Matching**  
The match between coach and client is fundamental. Our approved coaches give clients access to a wide range of skill sets and expertise.
- **Negotiating the contract**  
Overall aims specified; processes and practicalities agreed; requirements of all parties made explicit.
- **Assessing the need: coaching; creating goals**  
We advise, assess and capture the key coaching requirements: a specific, contingent and tailored programme of support focused on goals.
- **Development, change and support programme**  
Personalised programmes tailored to the individual, bringing in additional materials as required.
- **Embedding & continuing effective performance**  
The programme provides long-term benefits from short-term work.
- **Review and conclusion**  
Coaching programmes have an agreed duration and formal endpoint.

### Key Coaching decisions



"I feel like we are way ahead of expectations. Thanks for your assistance, the method of your approach gets very good results."

**Senior Manager,  
Financial Services  
(Confidential)**

Your Reward,  
Development &  
Performance Partner

- Assessment & Development
- Career Management
- Coaching
- Competency Based Interviewing
- Competency Frameworks
- Customer Service
- Employee Engagement
- Equal Value Compliant Pay
- Independent Job Evaluation
- Job Family Modelling
- Leadership Development
- Outplacement
- Performance Management
- Recruitment Coaching
- Reward Strategy
- Salary Benchmarking

## For more information on Coaching:

Andrea Metcalf, 07976 217657, [andrea.metcalf@wayshrc.com](mailto:andrea.metcalf@wayshrc.com)