

COACHING: BENEFITS AND FEEDBACK

“Coaching is the facilitation of learning and development with the purpose of improving performance and enhancing effective action, goal achievement and personal satisfaction. It invariably involves growth and change, whether that is in perspective, attitude or behaviour”.¹

Executive coaching is regarded as an increasingly vital tool in successful organisations. A method for bespoke learning and development through one-to-one conversations, it is designed to help individuals:

- build their effectiveness
- increase their self-awareness and self-understanding
- create sustainable ways of resolving their own challenges, and
- improve their confidence to do so.

Outcomes for individuals include building their own capacity to:

- shape fulfilling careers
- flourish at work
- create sustained impact
- engage with their people
- build high-performing teams, and
- boost bottom line results.

Coaching has a double benefit: in addition to the development of the individual, they are then able to use a coaching style to aid the development of those they work with, particularly their direct reports and even their patients. In today’s flatter and less hierarchical organisations, with growing expectations that each individual will be a leader, such skills become ever more necessary and beneficial.

ANKLe coaching clients have spoken of their coaching in the following terms:

- *The coaching was fantastic.*
- *I’m listening to patients now and I’m involving them in their treatment. I’ve learnt to apply with patients some of the processes I’ve learnt in coaching: I can see now that the patient won’t trust me if I just increase their medication in order to manage their pain. Now I’m relating to their pain, and as a result they’re finding solutions themselves, and so I’m prescribing less.*
- *I paid £750 for this programme and I’ve got £15,000 worth of value.*
- *In my coaching programme I gained awareness of my own personality type and learning styles, and I gained clarity around my career plan. The outcome of the programme is a GP who is more confident and in control of where his career is going, and who will go on to lead a practice and be involved in the local GP community.*

¹ Peter Bluckert: Psychological Dimensions of Executive Coaching (McGraw Hill, 2006)

- *The programme enabled for me increased confidence and self-awareness and greater belief in my own abilities. I am happier in myself and in my work, and I no longer feel an internal turmoil. I am more proactive and brave, I am more confident and more aware of my attributes, and I have an improved self-assuredness at work. I am more confident in my interaction with peers and seniors and in managing my team. I feel I am more comfortable in myself at work now. I feel I can be more open and direct: I tackle things head-on now, and I have taken on more projects. I have learnt to be my own self-advocate.*