

COACHING

and how it fits into
your organisation



Coaching is one of the most cost-effective development investments that any business can make.

At Dearden, we see one-to-one coaching as a central component of business improvement. Helping individuals to enhance their own work practices can vastly improve their personal and team performances, and therefore that of the wider organisation.



DEARDEN



INVESTOR IN PEOPLE

We help coaching clients to focus on:

- Improving their own performance in their present role and any new role they may be taking on;
- solving problems;
- building the capacity of others, and
- planning and preparing for career and life changes.

Our coaching assignments range from working on a one-to-one basis with individual clients; to coaching being one part of a change process where our other skills – in team building and organisational development, for example – are also being used. We work with a number of organisations providing a coaching service to their senior staff, and we also run courses for coaches to support the development of a coaching culture.

Most of our coaching clients are senior professional and managerial personnel including Chief Executives and Directors of major organisations. Each carries significant responsibilities for business performance and results.

Our coaching practice is based on clear principles, consistently applied by our consultants:

- We maintain absolute confidentiality. What passes between the coach and the person being coached is never reported to any third party.
- The person being coached has complete control of the agenda and determines the focus of coaching sessions.
- Our approach is always non-directional. We are only helping if an individual reflects, arrives at new insights, and takes responsibility themselves.
- We believe that the key to personal change and improved performance is found in increased self-awareness, self-confidence and awareness of others. Our approach to coaching conversations will always have these broader goals in mind.

Our coaching team includes:



Derek Emm



Peter Key



Mark Gammage



Cathy Waters



Philip Holton



Viv Walton



Ken Jarrold



Sheila Williamson

They form the heart of our coaching team, and between them have supported professionals and senior executives drawn from:

NHS Trusts, Leadership Centres, the National Public Health Leadership Programme, Local Authorities, voluntary organisations, charities and the private sector.