

What is Coaching?

Coaching is a professional, collaborative and outcomes-driven method of development that seeks to support an individual to raise self-awareness, so that he or she might achieve specific goals and perform at a more effective level. Professional Coaching is a partnership between a qualified coach and an individual or team that enables the achievement of extraordinary results, based on goals set by the individual or team. Through the process of coaching, individuals focus on the skills and actions needed to produce results, challenge and change behaviours and overcome limiting beliefs. This in turn allows an organisation to achieve maximum value with its human assets, especially those unique individuals whose leadership and vision are critical to a company's success.

The individual or team chooses the focus of conversation, while the coach listens and contributes observations and questions as well as concepts and principles that can assist in generating possibilities and identifying actions. Through the coaching process, the clarity needed to support the most effective actions can be attained. Coaching accelerates an individual or team's progress by providing greater focus and awareness of possibilities leading. Coaching opens up possibilities and challenges paradigms. Coaching concentrates on where individuals are now and what they are willing to do to get where they want to be in the future. Coaches recognise that results are a matter of the individual or team's intentions, choices and actions, supported by the coach's efforts and application of coaching skills, approaches and methods.

Research shows that leaders who use executive coaches have more effective teams, experience a higher level of morale in these teams and generate higher profit margins.

What is NLP and how is it Applied?

Neuro-Linguistic Programming (NLP) is a behavioural science for improving your personal performance in life; it is about "... being your best more often."

Focusing on the structure of human behaviour, NLP helps you understand how people behave the way they do, how they take in information, deal with it and act on it. It is both a communication process and a set of tools that enables you to influence, communicate and respond so effectively that you can empower every aspect of your life. Using NLP skills, you can rapidly improve the results you get and influence your relationships with others, whether in your business or personal life.

Developed by Richard Bandler and John Grinder in the 1970s NLP is based on the patterns elicited from Virginia Satir, a family therapist; Milton H. Ericsson, a medical hypnotist; Fritz Perls, the father of Gestalt Therapy; and Alfred Korzybski, the originator of General Semantics.

During the 80s and 90s, developments have seen many of the world's top individuals and organisations excel in their field using NLP. Constantly growing and having evolved from its original therapeutic applications, NLP technology is now found in all aspects of human endeavour. NLP has indeed become an acknowledged leader in areas beyond its origins in behavioural science, psychology and performance development tool. From these foundations, NLP works where people work and keeps getting outstanding roles.

Sharon combines coaching and NLP techniques to create a unique coaching experience that supports both individuals and organisations to...

be the difference that makes the *difference*

“Coaches help you see outside the balloon surrounding your daily experience.” -- *The New Leaders: Daniel Goleman* --

What are the Benefits of Coaching with Sharon King?

Coaching helps to keep company leaders focused, goal-directed, incentivised and accountable, and facilitates an important information flow between individuals and the organisation as a whole. This mechanism provides invaluable insight into opportunities and challenges facing both the individual and company. It is also a useful aid to retain valued executives in today's fast-paced and transient business market and can serve as an early warning system of the professional concerns of executives.

Individuals who engage in a coaching relationship with Sharon can expect to experience fresh perspectives on challenges and opportunities, enhanced thinking and decision making skills, enhanced interpersonal effectiveness and increased confidence in carrying out their chosen work and life roles. Consistent with a commitment to enhancing their personal effectiveness, they can also expect to see appreciable results in the areas of productivity, personal satisfaction with life and work, and the achievement of goals. Bottom line... They can expect to be challenged and stretched to become all that they can be and more.

What Our Clients have to Say?

Coaching has assisted me to become the person I wanted to be and not the person I thought others wanted me to be. I can now say no. I can delegate. I can find several ways of getting out of circumstances instead of feeling trapped, which Sharon has taught me to do through coaching. Coaching provides such great insight. My biggest growth has been in confidence. Two years ago, I would not have considered applying for a management position. But the person I am today (after attending coaching), I not only applied but have just been appointed as Credit Manager for Atlas Copco. This is a great opportunity and challenge; I know I am capable of seizing it now that I have the skills and confidence I have gained through coaching. I not only want to be a great manager but become a great leader. Coaching has done this for me and I know it could help many other people or employees – everyone should be coached. Thank you Sharon, you have been a great help and inspiration through Key Steps and coaching.

-- *Nakita Venter, Credit Manager, Atlas Copco* --

This development programme exceeded all expectations I had. From workshop presentation style, to Sharon's coaching expertise, to quality feedback, to ability to provide support knowledge for problems I was facing, to relevance... I'd rate everything 10 out of 10. Discovering my potential and getting unstuck was the best thing about this programme. And if this feedback sounds like I am brownnosing, I'm not, it really was that good. I now have the confidence to go out and make a difference – watch this space! Thanks Sharon.

-- *Graham Wood, Quality Manager, Bateman* --

Thank you for being my coach. It is an honour to be part of your training and coaching sessions. You are such an inspiration. I managed a conflict situation between my supervisor on site and my team in such a different way this morning. The result was so much more positive than I could have expected. Just felt the need to say a big thank you and to share it with you. You inspire me to be better person... to be the difference that makes the difference!

-- *Lezaan Kossatz, Site Leader, Atlas Copco* --