

## Key Steps Coaching with NLP: The Practice, Process and Benefits

### Overview: What is Coaching?

Coaching is a professional, collaborative and outcomes-driven method of development that supports an individual to raise self-awareness in order to achieve 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, as well as challenge and change behaviours and overcome limiting beliefs. In turn, this allows an organisation to achieve maximum value with its human assets, especially individuals whose leadership influence and vision are critical to 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 teams that are more effective; they experience a higher level of morale in these teams and generate higher profit margins.

### What is NLP and How it is Applied?

Neuro-Linguistic Programming (NLP) is a behavioural science for improving your personal performance in life and enables you to be your best more often. Focusing on the structure of human behaviour, NLP helps you to understand how people behave the way they do, how they absorb information, how they deal with it and how they act on it. It is both a communication process and a set of tools that enables you to influence, communicate and respond effectively so 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 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 results.

Sharon's coaching methodology combines solution focused coaching and NLP techniques to create a unique coaching experience that supports both individuals and organisations to really take Key Steps to...

'be the difference that makes the *difference*'

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

### Types of Coaching Offered

The follow are the most common types of coaching we offer:

1. **Personal / Life Coaching:** This allows individuals to take charge of their lives and transform their careers, personal and professional relationships, health, finances, etc. The coach operates in a supportive role to those who wish to make a significant change happen in their lives. The coach acts as a sounding board for their experiences and allows the individual the support and personal space to grow and develop by setting goals and overcoming limitations. This type of coaching is based on the fulfilment of the individual's needs and not the organisation's needs.
2. **Performance Enhancement Coaching:** This is the coaching of individuals with the ultimate aim of increasing the coachee's effectiveness and productivity at work. The key focus is on the skills the individual needs to enhance performance in a specific role. Coaching is tailored specifically to the individual being able to perform specific well-defined tasks whilst taking into account their personal development needs.
3. **Post Placement / Developmental Coaching:** This type of coaching provides an additional support mechanisms for individuals who have recently joined an organisation or transitioned into a new role. The key focus is on minimising the stress and pressure that comes with changing jobs, transitioning into new roles / work environments and adapting to different organisational cultures.
4. **Executive Coaching:** This coaching is for high performance senior individuals or those who have the potential to be high-flyers and work at senior management or at a CEO level. The key focus is on effecting change, seeking alignment of personal and corporate goals and strategic development of self, others and the organisation as a whole.
5. **Image Coaching:** This involves coaching individuals to make changes to the three key areas of visual impact; their appearance, communication skills and behaviour. The key focus is maximising the seen and unseen potential.

### Typical Reasons to Work with a Coach

The reasons for working with a coach are numerous, varied and sometimes very personal. However, the most common reasons people seek out a coach and choose to work with us are:

1. Work and life are out of balance
2. Transitioning into new roles / career change / change management
3. Improving performance in a particular target area (be it personal performance or that of your organisation)
4. Achieving personal aspirations and growth
5. Focusing on issues that come with managing people, such as evaluating performance, conducting tough conversations, dealing with conflict and motivating teams

### Benefits of Coaching with Key Steps

1. Keep company leaders focused, goal-directed, incentivised and accountable and facilitates important information flow between individuals and the organisation as a whole.
2. Provide invaluable insight into opportunities and challenges facing both the individual and company.
3. Aid retention of valued executives in today's fast-paced and transient business market and can serve as an early warning system for the professional concerns of executives.
4. Experience fresh perspectives on challenges and opportunities, as well as how to manage change.
5. Enhance thinking and decision making skills as well as personal and interpersonal effectiveness
6. Increase confidence in carrying out their chosen work and life roles and higher self-esteem.
7. Increase productivity, personal satisfaction with life and work and the achievement of goals.

Bottom line... They can expect to be challenged, supported and stretched to 'be the difference that makes the *difference*'.

### The Process: How do Sessions Work?

1. An initial meeting is held with the coachee (and his or her manager where necessary) to agree and align organisational and individual outcomes.
2. Parameters will be then be agreed upfront; for example, how often meetings will take place (usually one to two sessions per month), location (can be Skype based or in-person coaching at the company or at Key Steps premises).
3. A minimum of six to eight coaching sessions are recommended. Each session is approximately an hour.
4. The boundaries of confidentiality are agreed and the coaching contract is signed.
5. The coachee will be held accountable at each session and will be left with things to consider and/or work to complete for the next session.
6. A report back session (where necessary) will be held at frequent intervals, usually every third or fourth coaching session and again after the final session.
7. Reports will be documented in writing by the coach, the coachee will then review and give their input and only then will they be sent to the organisation for their use and records.
8. The key goal is to support the coachee move towards his or her goals and aspiration with the focus on achieving results.
9. The coachee takes responsibility for the success of this coaching contract.

### 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 --

I am enjoying this coaching more than I can explain; it has really changed my life in a big way. I have learnt to control my impulses as a leader, build better relationships, manage performance and inspire development. I recently signed off a multi-million rand deal and I know that a large part of it had to do with this coaching programme pointing me in the right direction to becoming a better me. Thank you for everything Sharon.

-- Marilyn Munsami, Sales 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 the supervisor on my site and my team in such a different way this morning. The result was so much more positive than I could have expected. I just felt the need to say a big thank you and to share this success with you. You inspire me to be better person... to be the difference that makes the difference!

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

Every day I apply the skills I have gained through the EQ course and personal coaching with Sharon – especially when it comes to recognising my own responses to difficult situations. Managing my own responses while recognising the responses of others, allows for a far more productive and mature working environment. I can honestly say that this is the best investment I have ever made in myself. I have been promoted twice in one year to very senior positions as a direct result of this coaching.

-- Linda Brown, Head of Transformation and Communications, BASF --

Thank you for delivering such an excellent performance management and coaching programme. The feedback we have received to date supports the effectiveness of this programme both personally and professionally for individuals.

-- Chrystal Christian, General Manager: HR Development and Training, ex BMW SA (now VW SA) --