

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

What is Coaching?

Coaching is a professional, collaborative and outcomes-driven method of development that supports an individual to raise self-awareness to achieve and perform at a higher, more evolved 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.

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.

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

What is NLP and How it is applied to our Coaching?

Sharon's coaching methodology combines solution focused coaching and Neuro-Linguistic Programming (NLP) techniques to create a unique coaching experience that supports both individuals and organisations. 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, 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 (both personally and professionally) and influence yourself and others to...

*‘be the difference that makes the *difference*.’*

Types of Coaching Offered

- 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 C-suite 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.
- Individual Work or Life Coaching:** This allows individuals (of any level within the organisation) to take charge of their lives and transform their careers, personal and professional relationships, health, finances and more.
- Performance Enhancement Coaching:** This is coaching with the 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.
- Post Placement and Developmental Coaching:** This type of coaching provides an additional support mechanism 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 and adapting to different cultures and responsibilities.
- Presentation and Communication Skills Coaching:** This involves coaching individuals to make changes to three key areas: visual impact, verbal communication skills and non-verbal behaviour. The key focus is maximising the seen and unseen potential of the individual to communicate with increased impact.

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. Experiencing times of turbulence and needing to adapt quickly to change.
2. Transitioning into new roles, career change and/or change management.
3. Gaining work life balance with a focus on priorities and boundaries.
4. Improving performance in a particular area (be it personal performance or that of your organisation).
5. Achieving personal aspirations and growth.
6. People management, such as evaluating performance, tough conversations, dealing with conflict and motivating teams.

Benefits of Coaching with Key Steps

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

Research by the International Coaching Federation: The benefits of coaching are many; 80% of people who receive coaching report increased self-confidence, and over 70% benefit from improved work performance, relationships and more effective communication skills. In addition, 86% of companies report that they recouped their investment on coaching and more.

The Process: How do Sessions Work?

1. All sessions can be conducted in person or online. Online sessions are via Zoom or your internal VC system.
2. Objectives and parameters will be agreed upfront; for example, how often meetings will take place (usually one to two sessions per month), whether a manager is to be involved and how confidentiality will be maintained.
3. A minimum of six to eight coaching sessions are recommended. Each session is approximately an hour.
4. The coachee will be held accountable at each session and will be left with things to consider and/or work on before the next session. The coachee takes responsibility and partners with Sharon for success.
5. If the organisation requires it, a report back session will be held at frequent intervals, usually every third or fourth coaching session and again after the final session.
6. The key goal is to support the coachee to move towards goals and aspirations with the focus on achieving results.

What Our Clients Say

Sharon has been coaching me over the last 12 months – we have had a mix of face-to-face and Zoom session. I can honestly say that Zoom surprised me, so much so that we will continue with virtual sessions. I cannot thank Sharon enough for how she has helped me both professionally and personally. I would highly recommend her to anyone looking to take that next step in their career and personal development!

-- **Zondwa Kula, Senior Audit Manager, Citibank** --



Thank you very much. I really enjoyed the session. I have never used Zoom before so I didn't realise that it would feel like real life, as if we were sitting across from each other. It's a great tool. This coaching really made me reflect and I realised that I'm holding my own key. I just need to insert into the door and open. Thank you for helping me gain such valuable insight. -- **Odwa Duda, Acting Corporate Exec, Auditor-General of South Africa** --



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** --



When I made the decision to meet with Dr Sharon King Gabrielides for a Personal and Professional Coaching session, I did not realise that the choice I had made would resuscitate the dormant leadership qualities and the forgotten dreams I had put aside for a long time. Although I am still the same person in many aspects, I have revived my self-confidence, my sharp perception and resilience, which have been my pillars many a day. It took Dr Sharon's encouraging words to trigger the dormancy of those strengths. Sometimes we just need someone to remind us that we have what we need to face the unforeseen challenges in this wonderful journey we call life. Dr Sharon demonstrated a genuine interest and desire in assisting me in getting "my groove back". She is intuitive, curious and holds herself to exceptionally high personal standards.

-- **Lerato Mokgethi, Regional Human Resources Manager, Epiroc** --



Coaching with Sharon has assisted me to become the person I wanted to be and not the person I thought I was. I can now say no. I can delegate. I can find several ways of solving problems instead of feeling trapped. 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 with the support of 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 can seize it because of the skills and confidence I have gained through coaching. I not only want to be a great manager but become a great leader. Coaching could help many other people or employees – everyone should be coached. Thank you, Sharon, you have been a great help and inspiration.

-- **Nakita Thompson, ex Credit Manager, Atlas Copco** --



This development programme exceeded all expectations. 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 Director, Tenova** --



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 Christians, General Manager: HR Development and Training, BMW SA** --





Dr Sharon King Gabrielides Profile



“The greatest gift you can do for another is not just to share your riches but to reveal to him his own.” -- Benjamin Disraeli (1804-1881) --

“You must be the change you want to see in the world.” -- Mahatma Gandhi --

Sharon is the founder and CEO of Key Steps Corporate Training. She is a dynamic communicator with over 20 years’ experience in the field of adult education, corporate facilitation and executive coaching. In 2018, she completed her PhD, where her focus was on understanding and distilling design principles for holistic and sustainable leadership development. Her thesis contributed a framework for holistic leadership development that ensures clients receive a significant ROI and sustainable results. Her work has been published by Rutgers University in the USA.

Sharon is also a registered Education, Training and Development Practitioner (ETDP), holds an Honours degree in Psychology and practices as an Executive Coach and Neuro-Linguistic Programming (NLP) Practitioner at a Masters Level. She is one of only three women in South Africa to hold the title of Certified Speaking Professional (CSP). The CSP designation is the most sought after and visible measure of professionalism in the speaking business (it’s the Oscar of the speaking industry).

Her passion for life and learning, and belief that people are inherently capable of achieving anything they choose to, inspires others to realise just how capable, talented and magnificent they are. Sharon works hand-in-hand with individuals and leading corporates, positioning them for long-term success. [See Sharon in Action \(www.youtube.com/watch?v=rcCQIAbNHYw\)](https://www.youtube.com/watch?v=rcCQIAbNHYw).

Sharon’s Key Qualifications and Associations

1. PhD with a focus on ‘Holistic and Sustainable Leadership Development’
2. Bachelor of Arts in Clinical Psychological – *obtained Cum Laude*
3. Honours in Psychology – *obtained Cum Laude*
4. Neuro Linguistic Programming (NLP) Master Practitioner – *obtained Cum Laude*
5. International Certificate in Executive Coaching – *obtained Cum Laude*
6. Skills Development Facilitator and Assessor (registered with SERVICES, ETDP and MICT SETA)
7. Certified Speaking Professional (CSP) – *highest international speaking designation*
8. Services SETA accredited training provider: Registration Number 2257
9. Professional member of the PSASA
10. Registered member of COMENSA



A Personal Story from Sharon

Most people can’t believe that I started out my career very insecure about myself and doubtful of my abilities. This is because today I am a successful entrepreneur, avid runner, mom to four amazing souls (ranging from 24 years old to a 2-year-old) and still manage to fit in constant learning and research. In other words, I know it is possible to grow in confidence, manage a full life and tap your potential. I also know that this doesn’t happen accidentally! It takes a serious commitment to develop yourself and actively seeking out the support of great coaches and/or mentors. Because I know, first-hand, that the commitment is worth it, I am really excited about the possibility of working with you and taking Key Steps to...

‘be the difference that makes the *difference*.’