

executive coaching

**gordon cooper**  
— associates ltd —

## Working with high flyers to fully achieve their potential



### Our coaches

Our coaches are a unique team of highly experienced practitioners drawn from consultancies, business schools and global development institutions.

Their track record in business is impressive. Each has a unique set of talents and skills which we match to the coachee.

Our clients are delighted by our approach and our numerous testimonials illustrate that we make measurable improvements in the performance of individuals.

### Finding the right coach

Having taken an initial brief, coachees select their preferred coach, who will develop a detailed coaching programme.

Once all parties are satisfied, our occupational psychologist gathers a broad range of data on the coachee using psychometrics and our in house coaching tools and the coaching programme commences.

### Coaching ethics

Our coaches are united by the commitment to deliver world class coaching programmes to our clients. We are committed to the coaching competencies defined by the International Coaching Federation.

# Real change in the performance of individuals and teams

**We provide consulting advice, design bespoke programmes and deliver courses.**

**Our programmes are designed in partnership with our clients to deliver the outcomes required. We encourage our clients to take approaches that will sustain real change in the performance of individuals and teams. We run our programmes in a style that participants find stimulating, challenging and fun.**



## Our Programmes include:

### Integrated Management Development

These courses are often split into modules that build into a wider programme.

Our programmes typically include:

- Pre-work such as reading or a personal skills audit or completion of a diagnostic tool
- Knowledge acquisition and skills practice
- Planning for application in work
- An ongoing development activity such as project work facilitated by revision guides, self directed learning sets and on-line support.

### Skills Programmes

Across our consulting team we bring deep expertise and practical experience to a range of skills subjects.

For example these may include specific skills relating to:

- Leadership and people management
- Conducting effective recruitment interviews
- Presenting with impact.

We are also often asked to help our clients develop skills quickly in relation to an urgent business requirement.

### Business Development

In order to carry out business development activities you need to create a business winning culture. This means that all your people contribute positively.

Three levels of activity cut across this culture:

- Thinking strategically
- Building effective relationships with client/customers
- Knowledge of your client/customer needs and your capabilities.

Our programmes cover the whole spectrum of business development activity from targeting new markets and prospects through to winning competitive tenders and subsequent account management.

## Valuable insights from objective data

A particular feature of the way we coach is the analysis we conduct up front with our clients. As well as using psychometrics, we have developed our own suite of innovative 360 degree coaching tools.

Our tools are used to support the work by our own executive coaches. They have also been designed to support the work of other coaches, consultants and business professionals working with individuals, teams and organisations.

The design of the tools combine our hands on experience as executive coaches with innovative thinking and well researched analysis provided by our occupational psychologists.



Our 360 degree coaching tools include:

**Emotional Intelligence**

**Leadership in a Changing Environment**

**Powerful Influencing**

Under development in Autumn 2006 are:

**Personal Impact**

**Breaking Through the Glass Ceiling**

We will continue to develop tools and add these to our portfolio as part of our drive to provide valuable insight for our clients.