



BBC ESTABLISH COACHING CULTURE

What is it about Coaching that prompted The BBC to set up and maintain a team of over 60 coaches? A key aspect of Coaching is the improvement of performance through the setting and achieving of (SMART) goals – probably the greatest ever ‘Smart’ goal was President Kennedy’s 1961 declaration to put a man on the Moon by 1970, achieved by the US in July 1969. Very Specific, totally Measurable, he believed it was Achievable and he certainly made it Time-bound. The Relevant part - that’s a lengthier discussion...



SOUTHERN RAILWAY TRANSFORMATION

A Coaching Leadership Style is now at the heart of Southern Railways who have transformed their operation having identified Coaching as ‘the bridge between theory and application’ for the changes they wanted to make. Staff turnover fell by 30% and Customer Service Survey results were the ‘best ever’. A Train Care Depot Manager declared: “For me the coaching journey has been about discovering that you can be a far more effective leader if you develop your coaching skills. Learning to be a powerful listener instead of a ‘good talker’ – learning to ask the right questions makes it easier to get more from people.” Chris Burchell, MD, Southern Railways reported: “We are now a very successful business and delivering fantastic things to our customers. I think an element of this is definitely attributable to our focus on changing leadership and management style. A big contributory factor is our coaching programme” – *story reproduced with kind permission of Gill How, Buonacorsi Consulting.*

EDUCATION WELCOMES COACHING

A Coaching Sandwich was the centrepiece of a recent lecture at De Montfort University by Coach David Finney, who helped students explore the benefits of coaching. Schools continue to embrace the impact and impartiality that external coaches bring to an organisation: Gordano School in Portishead, Wymondham High in Suffolk, Cotmanhay Junior in Derbyshire and The Daiglen School in Essex have each recently welcomed coaching into their organisation. “A highly successful and motivating experience”, reviewed Daiglen Headteacher, Mary Bradfield; while Rod Bell, Asst Headteacher at Gordano cited: “Having seen the effects this process/ training can have on individuals, cements my view that all staff in my school should experience the training and be able to utilise it in their everyday lives” - *Gordano quote reproduced with kind permission of Carol Wilson, Performance Coach Training.*

UK BUSINESS COACHING INCREASE

71% of UK orgs now use coaching ‘frequently’ according to The Chartered Institute of Personnel and Development 2008 Study.



COACHING TOOLS – 360° Feedback 3 great questions for managers

- What is ... doing well that he / she should continue to do?
- What is ... doing which if he / she stopped doing, would improve his / her performance?
- What is ... not doing which if he / she started doing, would really add value to the service he/she provides?