

## Coaching for Sponsors

**Coaching** is a guided process that supports your people create the results they want. It offers a framework for them to:

- set stretching and challenging goals;
- plan strategies and actions to achieve goals;
- be held accountable for taking action; and
- develop thoughts feelings and behaviours that will support their success.

As a sponsor you have a significant interest in the success of the coaching process. After all you are responsible for funding and assuring your organisation there is a return on investment.

### Coaching Options

Stephen Harrison of Harrison International provides the following coaching options:

- **Leadership Coaching:** One-on-One sessions (generally up to an hour at a time) to address the specific needs of an executive or leader.
- **Team Coaching:** observations by coach and sessions with the team to address and develop team and interpersonal functioning to strengthen team cohesiveness and performance.
- **Group Coaching:** group setting for individual development where common themes may exist, and will be surfaced, without there being a team component to the group.

### Why Coaching? The Benefits!

Coaching directly supports organisational development by enabling individuals and teams to:

- increase understanding, capability and confidence in their roles and responsibilities
- improve interpersonal, leadership and management skills
- set and achieve stretching goals
- gain fresh perspectives and insights into how to deal with difficult situations



*The benefits gained by your people matter to you*

- strengthen performance, accountability and responsibility

Coaching provides individuals and teams with a unique and targeted intervention that addresses their development where they are and with what they need.

### Why have Confidence in Coaching?

Coaching, as offered by Stephen Harrison, and as defined at the start of this page, is based on standards and credentialing processes of the International Coach Federation. As such, the coaching offered means Stephen has:

- the ability to work with your people based on where they are in their development, and what they need to meet their existing and emerging challenges
- appropriate training and experience
- committed to adhering to an internationally established Code of Conduct for coaches
- receives regular supervision and other professional development to assure he is always strengthening his capabilities

- interest in meeting with you as the actual/potential sponsor of coaching to understand what matter to you.

## The Sponsor and the Coaching Process

Being concerned for people under your responsibility, you want them to succeed. There are many development options available to you, and in the case, you realise that coaching is one you will explore.

It is important that you identify a coach that will work effectively with your people. Things you might check in engaging a coach include their:

- background and experience, both as a coach and in other professions
- reputation and credibility, often from others who have used them in a similar capacity
- credentials. Do they have any? If so, are those credentials provided by an independent organisation focused on standards-based coaching, or one that has a direct commercial interest in training coaches and spreading their brand?

Refer to my web site for the answers to these and other questions you may have about who I am, what I offer, and what you can expect.

As sponsor of a potential coachee, I would meet with the two of you to understand your needs, and theirs, and to discuss the coaching agreement. Simply put, you can ask the coachee for their feedback on sessions with me, but

as coach I will not divulge any content of our sessions. I would share how many sessions we have held, and how they are progressing relative to any agreed schedule.

The first session ever with a coachee is free, a way of assuring that coach and coachee can work effectively together prior to investment commitments. If for any reason I do assess the coaching relationship will not work, I will end it after the first session at no cost to you. The coachee has the same right. If we both choose to move forward, then the agreed contract and investment comes into effect.

The coachee brings to the sessions whatever they decide is most relevant for them to work on. As their coach I may challenge them if they appear to be off what was discussed in the initial meeting with you. However, given that one of coaching's intended outcomes is a self-empowered and self-sufficient leader, the coachee maintains responsibility for the overall direction of the coaching session(s).

You would likely see changes in behaviour of the coachee after a few sessions that suggest some of the impact of the coaching. That would be a great time to inquire of the coachee about what they are gaining from their coaching experience.

As with any development of your people, the benefits show as suitably adjusted behaviours and increased capabilities and capacities in areas that matter. Coaching leads to readily observable shifts. You will see the results and the benefits.

### ***Follow these links for coaching information:***

- [Coaching Overview](#)
- [Individual \(Leadership/Executive\) Coaching](#)
- [Team Coaching](#)
- [Group Coaching](#)
- [Why Sponsor Coaching?](#)
- [Offer: Free Individual Coaching Session](#)
- [Stephen's Profile](#)