

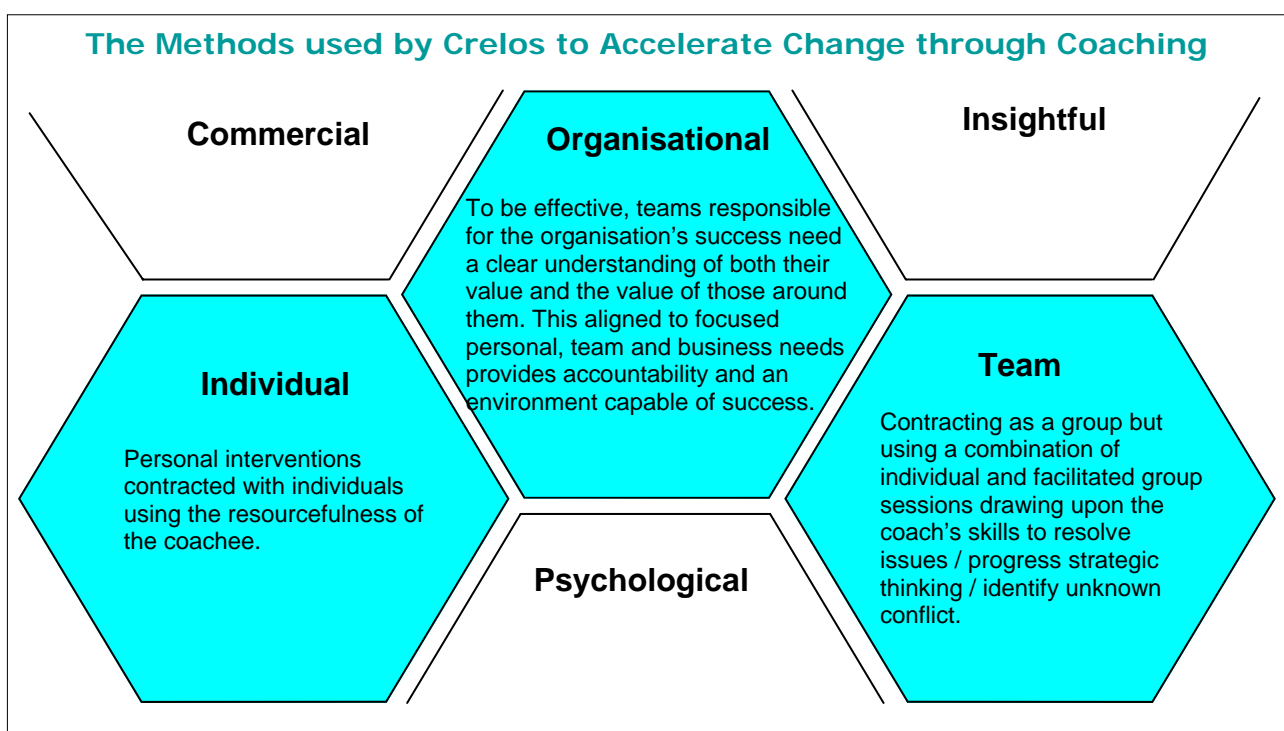
Executive Coaching

helping leaders solve complex problems....



Crelos coaches work with executives on the following types of business and personal challenges...

- Improving or formulating a new strategy
- Working through ethical issues and dilemmas
- Improving leadership capacity and leadership of people and organisations
- Leading through change
- Working through conflict, team dynamics and organisational politics
- Transitioning in to a new role
- Developing the psychological resilience required to succeed in senior executive roles
- Making a career move



*“Coaching is a relationship based approach to development.
Change happens through relationships”.*

Alison Gill, CEO Crelos Ltd

Why coaching?

Coaching is the most targeted, specific and personal form of development employed.

Crelos' Coaching Principles

- **Coaching is about change and action** - you cannot coach someone who does not want to change
- **The coach and the coachee are equals** - the coach brings the process and the coachee brings the content. There is mutual respect
- **The coachee sets the agenda** - the coachee chooses the areas that concern them or need work, no one else does!
- **The coach's role is to release the coachee's resourcefulness** - the coach gets the coachee to find the answers themselves as this increases ownership and accountability and makes for a stronger, more permanent solution
- **The coachee is resourceful** - the coachee is able to fix their own problems because they either currently have or can get hold of the resources they need – this is totally empowering
- **Coaching addresses the whole person, past, present & future** - home, work, past experiences and present and future combine to make someone who they are. We take a gestalt approach—working with the whole person
- **Coaching addresses complex problems** - people are individuals, so the coaching process needs to be designed to meet the needs of that individual.

Our approach

Our coaching team are skilled and experienced in business, psychology and coaching

We have identified three distinct backgrounds which when combined, provide a powerful coaching intervention:

Business – our coaches are from a wide range of industries and sectors and they have personal experience in board, executive and/or non-executive roles. They coach the person with the business and organisational system in mind

Psychology – our coaches are psychologically minded and use practical tools and techniques to get to the core of changes required

Coaching - not everyone is suited to coaching. Our coaches are trained, accredited, experienced and have strong references.



Why Crelos?

- We invest time into **tuning into our client's wider business environment** to maximise return on coaching investment
- The coach is always **matched** carefully to the coachee
- Our coaches' **unique blend** of skills and experience will confer higher business value than a more standard coaching approach
- We are incredibly **results oriented and honest**— we will let you know if we think coaching isn't the best development solution
- All our coaches are **accredited** by a well respected coaching training organisation and they have personal coaching supervisors
- If required, we have access to a range of **diagnostic tools**.

Our coaches have helped —

- A senior sales leader to manage the transition from an SME environment to leading a single global corporate account
- A high performer think through a personal career crossroads— to change role and/or whether to remain with employer. They are still at their existing employer, but as a sales leader leading a new and successful team within the organisation
- A management team drive up individual and team performance, resulting in an increase in team engagement, measured through key drivers through the annual team survey.

What our coaching achieves —

- A major increase in the productivity and engagement shift. A senior management team, was rated as under-performing. Following a four month period, the team rated themselves as 50% more productive and 50% more engaged. The teams key stakeholders described a major shift in confidence and performance
- Coaching as an organisational consulting method delivered a 10% improvement in employee engagement for a European Finance Function. A dramatic organisational transformation was in progress, completely changing both personal and corporate working landscape. Over the same period, the organisation's overall employee engagement went down by 5%!

What our coachees say —

"Provided me with highly creative, objective and structured coaching over the last few years. Creating an open environment which is challenging and enjoyable. My coach is passionate about individuals achieving their ambitions."

Head of Sales (Technology)

"The opportunity to stop, reflect and discuss - in an unfettered way - the many challenges I faced over the first 12 months was invaluable.

This was especially so in terms of achieving a balance in key areas: long term strategic focus and near term performance delivery; supporting management but developing the team; committing personally but retaining some personal life; maintaining intense focus on what needs to improve but ensuring a perspective on what has been achieved.

The core characteristics of a CEO are a combination of balance and personal resilience, the time spent with my coach has certainly helped me to develop these".

CEO— (Retail FMCG)

"If you drill down, the theory behind the practice is strong. There is good pure thinking behind what they do".

HRD Private Bank

"I feel more like a leader, the coaching has given me the confidence to behave as a leader".

CFO Retail Bank

"Over the last two years I have worked with Ali both personally and within teams. Her experience, guidance and facilitation has resulted in our teams succeeding through a period of difficult people change to achieve a significant turn around. On a personal level her coaching has helped me through a difficult career transition and made me better in touch with strengths that I now employ on a regular basis."

Head of Risk (Retail Bank)



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