



Executive Life Coaching Leaders Case Study

Assignment

Coaching around 30 clients, including Academics, Managers from Grade 5 to Grade 8, Deputy Directors as well as Functional Heads and Directors.

Results

Clients rated their progress from start to finish:

- Attainment of personal goals from 47% to 90%
- Series average client ratings on my level of support, challenge and focus on **their** goals was 96%.
- Series average client ratings of their commitment to implementing their action points and continuing with coaching at 96%.



Added value

In addition to the six hours face to face coaching, Angela contacted each client the day to set up an initial 30-minute video call or telephone call to introduce her to each person ahead of meeting for the first time and explain, for those who had no coaching experience, what would be involved.

In an anonymous survey, 92% of clients said the initial introductory email accompanied by Angela's coaching profile was **very** useful. 8% felt it was useful. Comments included:

"I particularly appreciated that the initial contact enabled me to focus on clear outcomes that I wanted to achieve through coaching - avoided any 'wooliness' and meant that from the very first session the coaching supported and challenged my development very successfully".

"Angela is professional, engaged and confident coach. The initial contact was helpful in setting the scene and managing my expectations".

In addition to the coaching sessions, Angela created a dropbox folder in which she placed an array of resources to support client learning between sessions, so that by the end of the coaching engagement, each client had a portfolio of resources completely tailored to their goals. 92% of clients



indicate “My Dropbox folder contains resources that are very relevant to my goals”. 8% felt they were relevant. Comments include “*Angela is very good at ensuring focus stays with the goals*”. Angela also supplied hard copies of the following questionnaires or booklets, where relevant, to support her clients, at no extra charge:

- Negotiation styles
- Conflict
- Situational leadership
- Strategic leadership
- Introduction to type booklets
- Flip a type packs.

**Sample
Client
Comments**

“From my first meeting, I found the coaching sessions invaluable. Angela has presented me with real and focussed challenge, and through the process of self-reflection and critical dialogue, along with tools and techniques that support leadership thinking, I have been able to step up to my role with greater confidence and a stronger leadership voice. The thing that I have valued above all has been the space that Angela has created for me to be authentic and honest: this has not always been easy, but it has had a transformational impact on my professional life”. **Dr Caroline Murphy Faculty of Arts, Design and Social Sciences**

“At first I was a little sceptical about what I would gain from this experience but within 30 minutes of my first meeting with Angela I began to understand the potential benefits. Throughout our appointments Angela has remained objective and challenged me to ask myself the relevant questions when looking to better understand current challenges. With Angela’s guidance I have improved my understanding of both professional and personal relationships. This has allowed me to develop further ideas for sustaining and improving these relationships. Overall I have found the whole process to be of great value and I am looking forward to applying these new thought processes to further enhance my ability to fulfil the role of a leader in the future”. **Eddie Houghton IT Services**

“At first I wasn’t sure what I would get from coaching, – this all changed after meeting Angela and having regular sessions. I always come away extremely focussed on what I want to achieve and how I intend to go about this. Angela is very good at listening and her questioning technique allows you to explore and come up with your own solutions to any challenging situations that might arise. Coaching has allowed me to develop and work towards my goals”. **Kelley Evans Student Recruitment Manager**

“I have worked with Angela on a couple of occasions. Angela has exactly the right balance of being able to push you out of your comfort zone when required and also to support your thinking to unlock new aspects of the issue under discussion. I look forward to working with Angela again in the future. **Mark Gill, Commercial Director**

“Angela provided a fantastic coaching experience. She is very attentive and relaxed yet asks questions to help self-challenge and reflection. I found the coaching sessions to be hugely beneficial and I have already seen changes in the way that I operate with plenty other ideas and techniques to try out in the future” **Jay Wilson, Head of Legal at Northumbria University**



**Sponsor
Testimonial**

“Angela Sabin was appointed onto the Northumbria University People Development PSL in 2014. Angela has worked with a number of Academics and Professional Support Manager who were participants on the Leadership Programmes.

Angela’s dedication to her profession is evident and I felt confident about appointing her as she has attained the European Quality Coaching Standard, so there is clear evidence she takes seriously the things that are important to me, such as CPD, regular supervision and ethical practice.

I have not been disappointed; her clients have made great progress on their individual goals as a result of their coaching sessions. Even those who were initially sceptical about coaching have reported significant benefits – both to them personally, their teams and their Departments and Faculties. Our managers have used words such as ‘transformational’ and ‘ground breaking’ to describe their sessions.

Angela has created added value for us at several points. In addition to her contracted coaching time, Angela contacted each client to set up an initial video call to introduce herself and discuss what would be involved. She also created an online folder in which she placed an array of resources to support learning between sessions, so that by the end of the coaching engagement, each manager had a portfolio of resources completely tailored to their goals. She also supplied hard copies of a range of off the shelf questionnaires and booklets, where relevant, at no extra charge to us.

If you are looking for a coach who helps clients get the results they want, I recommend her without hesitation.”

Erin Price MCIPD, Head of People Development, Northumbria University
