

# EXECUTIVE COACHING

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Individual Effectiveness

Interpersonal Communication

Leadership Impact

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**“THE DEFINITION OF INSANITY IS DOING  
THE SAME THING OVER AND OVER  
AGAIN AND EXPECTING DIFFERENT  
RESULTS.”**

Albert Einstein

#### Key Facts:

- // Over 25 years experience
- // Experts in behavioural change
- // Tailored coaching solutions
- // Highly developed methodology
- // Accredited and supervised coaches

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## SINCE 1989 MAYNARD LEIGH ASSOCIATES HAS DEVELOPED A DISTINCTIVE METHODOLOGY FOR IMPROVING PERFORMANCE IN OTHERS THROUGH OUR **EXECUTIVE PERFORMANCE COACHING**.

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### Why Maynard Leigh?

Our work has always been distinctive, characterised by insight and illumination, and generating practical and inspiring results. We concentrate on generating outstanding performance in our clients and our coaches hold themselves accountable to the same standard. This is why we have a lengthy challenging and exacting development and accreditation process.

**‘Executives can expect far more from their coach than a fireside chat and time for reflection – important though those aspects can be.’**

### Individual Effectiveness

In a competitive and demanding workplace we need to constantly raise our game. Challenges, both in and out of work, confront our ability to be effective and efficient. Coaching can help us develop and enhance our skills and attitude, to get the best out of ourselves, and contribute fully in our work.

### Interpersonal Communication

People who come to us for coaching expect us to suggest exercises, provide insightful feedback and work in a creative partnership. We help to explore the barriers to high performance and allow you a chance to rehearse. This is how people change behaviour, discover new ways of doing things and expand their range and capability.

### Leadership Impact

Leaders need support to raise their performance and the performance of those around them, from competent to outstanding. Our leadership coaching blends the cognitive understanding of the realm of leadership, with the emotional intelligence and behavioural skills to create the results you need.

### Process

We begin every coaching intervention with a diagnostic. This can take the form of a face to face meeting or a conversation over the phone. You can then choose from the menu of coaching sessions, or your executive coach will tailor a programme to suit your specific needs.

### Our Commitment to Coaching

Executives can expect far more from their coach than a fireside chat and time for reflection – important though those aspects can be. Our executive coaches are highly trained in the art of performance coaching. Performance coaching is so much more than a question-based conversation exploring barriers to high performance that many coaching companies offer. Coachees will receive a dynamic and creative experience that will challenge and stretch them to practise new behaviours and take a profound leap in their capability.



**[adjective]** separate and distinct from others of the same kind.

# INDIVIDUAL EFFECTIVENESS

**[noun]** power to be effective; the quality of being able to bring about an effect.

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The Executive Coaches' job is to unlock the executive's potential in order to deliver outstanding performance. They do this in many ways using insightful feedback, stimulating exercises, encouraging experimentation and working in a creative partnership.

We offer two levels of Individual Effectiveness for Executives and Senior Executives.

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	ISSUE	COACHING	OUTCOME
<b>PERSONAL IMPACT</b>	Whether it's at meetings, interviews or giving briefings, you may feel you don't make the best impression.	We start with awareness, so that you can see what works and what doesn't and then, under expert guidance, you rehearse new effective and impactful behaviours.	You can enter most situations and make the impact you want and leave a positive lasting impression.
<b>DELIVERING DIFFICULT MESSAGES</b>	When times are tough you're often the one who gives the bad news.	We work on specialised communication strategies and rehearse the delivery of difficult messages and conflict situations.	As a result, you leave more equipped to produce the results you want, and avoid unnecessary discord and struggle, even if the message is difficult.
<b>HANDLING A NEW ROLE</b>	Stepping into a new role? Needing to prepare in order to make the best of the opportunity?	Coaching allows you to anticipate issues and challenges. You get expert support in devising strategies to maximise your impact on all of the stakeholders.	You take on the role ready to hit the ground running.
<b>INNOVATIVE THINKING</b>	Times of rapid change are a wake-up call for creativity.	We teach you how to open up possibilities, get you to think in a different way and help you improvise inventive solutions.	Produces a kind of creative energy with techniques that generate innovation.
<b>WELL BEING (WORK/LIFE BALANCE)</b>	Out of sorts and out of balance between work and life? Feeling out of control?	We help restore the vital balance and control in your life. We coach you to prioritise, and channel your energy positively and devise strategies that work for you.	As a result of the coaching you will once again be able to manage your time, energy and relationships more effectively.
<b>STRESS MANAGEMENT</b>	Many of us enjoy working under pressure but when it crosses a certain line, stress kicks in and inhibits effective performance, self-belief and stability.	Understand and practise techniques to avoid burnout and address both the psychological and physiological symptoms.	You will be able to handle pressure in a healthy way allowing for increased and sustainable performance and deliver the results you want.
<b>VOICE COACHING</b>	You feel your voice doesn't really express who you are or doesn't make the impact that you want.	Working practically with an expert voice coach can release your natural, powerful voice. Understand the craft and practise techniques.	You feel confident and able to express yourself vocally, with more self-assurance and authority
<b>MANAGING TIME</b>	"Time is money" which is why so many executives feel burnt out, under pressure and out of control.	It's time to take control, to regain command of your own time. It starts with self control, using tried and tested techniques to overcome the barriers.	You are more organised, better supported and even have time to spare.
<b>PREPARING FOR PROMOTION</b>	Are you planning your career path, thinking about your next steps or facing a promotion panel?	Coaching helps you plan ahead, prepare your best strategy and rehearse behaviours and interview techniques needed to advance your career.	This gives you the best chance of advancing your career and getting the promotion you want.

**[adjective]** pertaining to the relations between persons

# INTERPERSONAL COMMUNICATION

**[noun]** a connection allowing access between people

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Our executive coaches bring expertise and insight to the area of interpersonal communications. They explore beneath the surface of everyday conversations, into the subtext, to increase the degree of impact and influence. The coaching experience will be challenging and very rewarding.

We offer two levels of Interpersonal Communication for Executives and Senior Executives.

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	ISSUE	COACHING	OUTCOME
<b>REHEARSAL AND DIRECTION</b>	You've got a big pitch or presentation coming up where there's a lot at stake.	Expert coaching and direction allows you to make the most of the opportunity by rehearsing best-practice and ensuring your "script" works for you.	You're prepared to shine – to present at your best and win.
<b>PRESENTATION SKILLS</b>	You may already be competent but what will make you outstanding?	Our presentation experts coach you in the craft of powerful presenting and you will experience instant improvement – even in one session.	You leave ready to implement new techniques so that you present with impact and confidence.
<b>BOARD PRESENTATIONS</b>	Feeling inhibited or ineffective when relating to members of the board?	Develop your sense of authority and gravitas and devise strategies to communicate effectively.	You will feel more confident to make the desired impression, influence effectively and pursue your own agenda.
<b>PITCHING</b>	One chance to secure that big contract? Don't blow it.	Devising the best presentation, rehearsing it and being coached in the most effective pitching techniques.	You have the best chance to maximise your opportunities.
<b>RESOLVING CONFLICT AND BEHAVIOURAL PROBLEMS</b>	As a manager you're often called upon to sort out difficulties around people.	With the support of an experienced coach you will devise strategies and techniques that maximise your chances in the most difficult of situations.	This means that you can address difficult situations and relationships in an emotionally intelligent way.
<b>CREATING AND COMMUNICATING VISION</b>	People look to you for an inspiring vision and clear direction but you may feel you fall short in this area.	Working creatively to uncover your own inspiration and turn it into a compelling vision.	You can inspire and engage your people.
<b>ASSERTIVENESS</b>	Too often you feel you are accommodating other people's needs rather than your own, and not speaking up for yourself.	Developing some simple, practical assertiveness techniques and rehearsing new behaviours will equip you to more readily stand up for yourself.	Your confidence and sense of self is increased and your behaviour is more assertive.
<b>JOB INTERVIEWS</b>	You don't feel you can walk in the room with confidence to get the job?	Coaching will enable you to prepare strategies, practise interview techniques and rehearse the situations.	You are well-equipped to land the job you want and advance your career.
<b>USING EMOTIONAL INTELLIGENCE</b>	If it seems that you have difficulty in maintaining productive relationships, in empathising and connecting with your colleagues, it can badly affect your working life.	Starting with self-awareness, we coach you to find effective ways to express a range of emotions so that you feel healthier, build productive partnerships and have the impact that you want.	The benefits are clear to see in your improved relationships, collaborative style and healthier life-style.

# LEADERSHIP IMPACT

**[power]** the ability or capacity to perform or act effectively – possession of the qualities required to do something or get something done

**[ability]** a natural or acquired skill or talent

**[noun]** the force exerted by a new idea, concept, technology, or ideology

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We know from our history in theatre that how talent produces outstanding results is through ‘rehearsal’ – the precise alignment of thought, feeling and action. Whatever the issue, this is how people change their behaviour, discover new ways of doing things and expand their range and capability.

We offer two levels of Leadership Impact for Executives and Senior Executives.

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	ISSUE	COACHING	OUTCOME
LEADERSHIP DEVELOPMENT	You feel you're spending too much time managing and not enough leading.	Working with an expert coach can help you focus on the bigger picture and work out how to take people with you.	You embody leadership and others are keen to support you in your vision.
INSPIRING AND MOTIVATING	How do you get the best out of the people you lead?	Understanding others allows you to keep them motivated. By inspiring yourself you develop the ability to inspire others.	You become the sort of leader people admire and talk about.
COACHING FOR HIGH PERFORMANCE	You know 'command and control' management is no longer appropriate.	Coaching allows you to get better performance from people and also develop them for your succession plan. You can learn and practise these skills in these private sessions.	You now have coaching skills to produce the high performance needed, no longer relying on telling everyone what to do.
DECISION MAKING	You seem to spend too long grappling with difficult decisions and still getting stuck.	A coach can help you get unstuck and find relevant and creative solutions to the most difficult situations.	You feel clearer and more confident in your decision-making abilities.
DEALING WITH AN APPRAISAL	Performance reviews demand the courage to have difficult conversations.	Taking proper time to plan for an appraisal prevents future problems and allows both parties to get the best from the situation.	You feel confident to deliver constructive feedback that will improve performance.
MANAGING CHANGE	Everything's moving so fast it feels you are struggling to provide your best leadership.	Coaching can support you in both planning for change and also developing the improvisation skills to work with change in a positive and creative way.	You're now more able to lead people through change so that everyone performs outstandingly.

**“THE ONLY SUSTAINABLE ADVANTAGE YOU HAVE IS YOUR ABILITY TO LEARN FASTER THAN YOUR COMPETITION.”**

Business Strategist

**[noun]** the state or quality of being dedicated to a cause, activity, etc.

# COMMITMENT TO COACHING

**[ability]** training or development process via which an individual is supported



**Amy Franks**

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“I am aware of the interplay between **rational** and **emotional** ways of looking at things, and find that this **awareness** is one of the most **useful perspectives** I can offer to clients.”



**Abi Eniola**

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“As my client, you are at the **centre of the coaching experience**. My role is to create a **powerful partnership** with you - a partnership that moves you towards your goals.”



**Ann Walsh**

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“I introduce **creative interventions** to help you to explore further. I am keen to **‘action plan’** with you to ensure you take your **new skills** back to the workplace to **achieve measurable results**.”



**Barbara Thorn**

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“To create **sustainable** change strength lies in building emotionally **intelligent confidence**. With insight we can **enlighten your challenges**, dynamics and opportunities. A robust and fun approach using **practical/specialist skills** translates into action and gets results, a different perspective and **positive experience**. And we can all do with some of that!”

“MY SESSIONS HAVE BEEN BOTH **ENGAGING AND ENJOYABLE**. THE **FEEDBACK** I RECEIVED WAS VERY APT AND **INSIGHTFUL** AND NOT OFTEN RECEIVED IN **NORMAL SITUATIONS**. IT ALLOWED ME TO **REVIEW MY OWN PERFORMANCE** AND HELPED TO **RESTORE** SOME OF THE **CONFIDENCE** THAT I HAD LOST.”

Auditor



**Bill Britten**

“I’m not interested in the mediocre. I want to help my clients be **outstanding leaders** and I see **raising awareness** – both of the self and of others – as fundamental to this.”



**Deborah Appleby**

“As a coach I believe in **co-creating a trusting and dynamic partnership** to explore how you can be the best you can be. The **journey** can take many forms, from **raising awareness, practical tools, support, inspiration**, guidance and actions to achieve mutually agreed goals and outcomes.”



**Michael Maynard**

“To me coaching is a **dynamic creative partnership**. Every second matters in a session and the focus is always on providing clients with **practical help** that they can **transform** into more **effective performance** in the workplace. It’s all about **inspiration**.”



**Nigel Hughes**

“I aim to help you **integrate** all your **skills, talents** and **attributes** thereby inspiring you to perform at your best. As an ex CEO of an **award-winning** organisation, I bring 25 years’ **experience** of understanding the challenges that leaders face of balancing both **strategic** and day to day operational activities.”

“ENOUGH **DIRECT INPUT** TO KEEP ME **THINKING**  
AND ON MY TOES, ENOUGH **STRUCTURE** TO KEEP  
US ON COURSE, YET **ENOUGH SPACE** TO ALLOW  
THE **UNEXPECTED** IN AND **SURPRISE INSIGHTS** AND  
SOLUTIONS TO BLOSSOM.”

Operations Director



**Phil Peacock**

“I see my role as **helping people** to actively reflect on their **experiences, feelings** or **actions** so that they can move forward more **effectively**. They then **rehearse, implement** and **review** how those choices manifest in their behaviour or actions.”



**Rob Hale**

“I aim to enable my clients to **uncover** and **utilise hidden possibilities** – in order to create **positive change** for themselves and others.”



**Stuart Mackenzie**

“I am interested in the **development of character** in individuals and leaders. I can help you learn useful techniques, understand **complex dynamics** and **increase emotional intelligence**, but I think it is also important to develop **resilience, integrity** and **distinctiveness**; to actually grow as a person.”



**Siobhan Stamp**

“I love the **collaborative dynamic** of coaching and my approach is **warm, practical** and **motivating**. My focus is on what will make the **biggest difference**, in the shortest time, to achieve a client’s goals.”

“MY COACHING HAS BEEN **FOCUSED AND RELEVANT TO MY RELATIONSHIPS** BOTH WITH MY **DIRECT STAFF** AND WITH MY **BOSSSES**. I HAVE BEEN ABLE TO **IMPROVE SUBSTANTIALLY**, WHICH HAS HELPED ME TO ACHIEVE MY **BUSINESS TARGETS**, AS WELL AS MAKING MY JOB MORE **ENJOYABLE AND PRODUCTIVE**.”

Divisional General Manager



**Susie Fugle**

“I aim to create a **safe coaching environment** where my clients feel **courageous, curious** and **motivated** to make creative choices for **positive** change to attain their goals.”



**Terry Holmes**

“Central to my work is the belief that a **strong coaching relationship** enables people to increase their **awareness** and thus choices for action. **Honest conversations** can address fundamental issues. I create a **partnership**, where we get to the heart of the work with **creativity** and practicality, weaving strategies for change.”



**Veronica Roberts**

“Everything I know and do, convinces me that excellence in communication can be **learned** and **practiced**. With **energy** and **commitment** you can become **effective, achieve** your **goals**, and **change** the world around you.”



**Vic Bryson**

“My coaching style allows clients to practice simple **behavioural changes** that **positively affect** the **dynamic** of relationships. I specialise in analysing the **attitudes** behind conflict and how they can be **reframed**.”

**“GIVE A MAN A FISH AND YOU FEED HIM FOR A DAY. TEACH A MAN TO FISH AND YOU FEED HIM FOR A LIFETIME.”**

Chinese Proverb

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For further information on our coaches  
or if you would like to know more about  
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