

COACHING BY DITTON HR



*Ditton*HR

ABOUT DITTON HR

Ditton HR is a Human Resources, Recruitment and Training consultancy based in Thames Ditton in Surrey. We work with employers to ensure that they have easy access to high quality HR advice and support. We offer support to small businesses that do not have an HR, Recruitment and Training function or additional support to busy HR teams with HR projects.

We have a range of CIPD-qualified HR consultants available to support clients with all their HR requirements. We also have a Training and Development specialist, EDI specialist, Recruitment specialist, Career Coach, Workplace Mediator and an Employment Lawyer. In addition we have established partnerships with other trusted providers of services that small businesses may require such as Accountant, Payroll, HR Database and GDPR specialist.

Details of the rest of the team can be found at dittonhr.co.uk/about-us



WHAT IS COACHING?

Coaching is a form of development, where a Coach supports you (a coachee) to create learning, self-development and improved performance in a way that benefits you.

From early forms of transportation, i.e. stage coach, or rail coach, the word “coaching” literally means to transport someone from one place to another. One thing that all forms of coaching have in common is that people are using it to help them move forward in a certain direction.

One simple example is probably that of a sports coach. Here, the coach supports the individual to improve their performance and get better results; depending on what they want to achieve. For a golfer, the goal might be winning a major tournament, or simply improving their grip. The role of the coach is to apply specific principles of success, in a way that creates experiential learning and improvement for the golfer.

Coaching is normally a conversation, or series of conversations, one person has with another. The coach intends to produce a conversation that will benefit the other person, the coachee, in a way that relates to the coachee’s learning and progress.

For example, coaching might consist of two people talking in a room about things the coachee wants to change. This is sometimes called “off-line” coaching. It might also be one person observing another person doing something, e.g. chairing a meeting, then discussing that afterwards. This can be called “on-line” coaching.



WHY HAVE COACHING?

People enlist the services of a coach because they want to improve their situations and achieve goals. They want to learn new ways of thinking and approaching situations, in order to get better results. Common goals might be being more effective and organised at work, gaining confidence in certain situations, or simply relating to other people more effectively.

A skilled coach uses a combination of observation, questioning, listening and feedback to create a conversation rich in insight and learning. For the coachee, they will experience a focus and attention that enable them to develop a greater awareness and appreciation of their own circumstances. In addition, they will also create new ways to resolve issues, produce better results and generally achieve goals more easily.

Common benefits people experience from coaching include:

- Improved performance
- Improved sense of direction and focus
- Increased knowledge of self / self-awareness
- Improved ability to relate to and influence others
- Increased motivation
- Improved performance effectiveness, e.g. focussed effort
- Increased resourcefulness / resilience, e.g. ability to handle change
- Increased confidence



WHAT TO EXPECT FROM A COACH?

The role of coach provides a kind of support distinct from any other. Your coach will focus solely on your situations with the kind of attention and commitment that you rarely experience elsewhere.

Your coach will listen to you, with a genuine curiosity to understand who you are, what you think and generally how you experience the world. Your coach will reflect back to you, with the kind of objective assessment that creates real clarity. During conversations, your coach will encourage you to rise to challenges, overcome obstacles and get into action.

A coaching relationship is like no other, simply because of its combination of objective detachment and commitment to the goals of the individual. Because the relationship is based on trust and openness, the contents of your discussions will be confidential. Where a third party has requested the coaching for you, we will agree with you the best way to keep them involved or updated.

WHAT A COACH EXPECTS FROM YOU?

In return, your coach will encourage you to stay committed to the coaching process. That means showing up for sessions, taking your own notes where appropriate, and keeping any agreements you make during sessions.

In addition, your coach needs you to be open to the potential of coaching. That means contributing to conversations honestly and openly. For example, if something is not working, your coach needs to know. If you have concerns or problems, voice them. If you know why a problem is occurring, say so. The strength and power of coaching relates strongly to the level of openness and trust between the coach and the coachee.

(Source: The Coaching Manual by Julie Starr)

KATERINA ROSE - PERFORMANCE COACH

Characterised by an enthusiasm and energy for people development and for creating stimulating and enjoyable learning environments. Katerina is a qualified Coach and a Business and Master practitioner in Neuro Linguistic Programming (trained by both the co-founders of NLP), and now specialises in helping people achieve business and personal success.

Katerina worked for over nine years in the pharmaceutical industry in Sales and Management where she achieved outstanding success and recognition as 'Salesperson of the Year' for her consistently high sales growth. Now with over 20 years training and coaching experience, Katerina now works as Performance Coach and facilitator to help business and individuals grow and perform closer to their potential.

Katerina's coaching style has been described by clients as challenging yet supportive, focused, relaxed, creative and with good humour.

More than anything else Katerina's passion is about making a positive difference to anything she is involved in and both feedback and measurements from her clients consistently suggests she achieves this. Katerina is a qualified coach (Coach Practitioner EMCC – European Mentoring and Coaching Council) and she holds an Honours Degree from Plymouth University and Diploma in Performance Coaching with Newcastle College and has worked with a long list of clients, which includes; KPMG, Johnson and Johnson, Citigroup, Lloyds TSB, Roche, Astra Zeneca, Novartis, Siemens and the NHS to name a few.

In her spare time Katerina volunteers as Mentor for young people and enjoys ultra-walking



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PLEASE GET IN TOUCH!

To find out more and for a free, no-obligation conversation, please get in touch:

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with Claire Watt

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