

Management and Business Coaching



Jennifer McCoy
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Jennifer McCoy specializes in using coaching and mentoring strategies to build leadership skills, develop teamwork and improve communication.

Jennifer is an experienced and qualified coach, having studied with the Institute of Executive Coaching Australia Ltd, an Accredited Facilitator of the personal and organizational change program *Investment in Excellence* (The Pacific Institute), and a Registered Trainer/Coach – Quality Management (Plexus Australia). She is a member of the International Coach Federation of Australasia and a member of its Conference 2007 Planning Team.

As a senior management consultant, she has worked with a wide range of industries – small to large commercial organizations, and in industries such as Superannuation, Health, Local Government, Education, Emergency Services, and Aged Care – training and coaching leaders and staff to manage workplace changes.

Jennifer's coaching can help you in one or more of these four key areas:

1. Coaching for Management and Leadership

Workplaces of today demand high levels of interpersonal skills on the part of every staff member, but especially of managers.

So much depends on you, the manager. What's more, you don't have the luxury of

being simply a 'manager'. You represent the business, the organization; you have to be a leader – building teamwork, giving staff purpose and direction for their work, learning new people-management skills and handling difficult situations sensitively.

Jennifer's coaching develops your management and leadership skills, as you learn how to:

- communicate more effectively with staff
- listen proactively to staff – value them more
- manage meetings more productively
- organize your time more effectively
- resolve conflicts, before they explode
- see the potential in your team members and challenge their performance
- delegate with purpose and monitor performance
- develop emotional intelligence skills that enable you to manage your own reactions
- balance your role as both manager and leader
- take responsibility for work/life balance

2. Coaching for Career Progression/Career Change

Jennifer's coaching can help you make difficult career decisions, answering questions such as:

- Do I try to qualify for promotion?
 - Or is there a different career path I should/could be following?
 - What does my performance really indicate about my future?
 - Where am I at now and where do I want to be? What might that involve?
- How do I write a resume?
- How do I prepare for a job interview?

3. Coaching Across the Generations

Gen Y, Gen X, BabyBoomers! Is your workplace struggling with generational issues as:

- younger managers assume positions over older workers?
- mature age workers express their resentment at feeling marginalized?
- GenY staff rebel and leave when their expectations are not met?
- mature age workers struggle with technology, the pressure of workloads or physical challenges?

Differences in values, skills, expectations, and tolerance underpin this emerging issue, highlighted by media coverage of research into Generation Y.

However, there is a skills shortage – already critical for many industries – and one that's not going to be resolved in the short-term. You need to keep all your staff. You need all staff to work together amicably and productively.

Jennifer can help:

- you as a manager to understand and handle 'generational' issues
- mature age workers to handle their own 'generational' issues and find solutions for maintaining their productivity at work

4. Coaching for Small Business Entrepreneurs

It's lonely going it alone, isn't it? All your brilliant ideas, the ones that fired your passion at the start, are now buried under the weight of administration. Your energy is consumed by the multiple tasks you now have to manage as a one-person organization.

You are now the Finance Manager, the Administration/Office Manager, the Marketing Manager and the Operations Manager. You may even be the Human Resources Manager, adding even more complexity to the mix. Just where do you fit in time for strategic planning?

Do you sometimes almost forget where you are going? –why you are in business at all?

Sound familiar? If so, expert coaching can help you:

- re-establish and then maintain your focus
- clarify your thinking
- set strategic goals
- develop an action plan
- develop systems to give you control over the business
- communicate more effectively with staff
- listen proactively to staff – value them more
- manage meetings more productively
- organize your time more effectively
- balance your role as both manager and leader
- take responsibility for work/life balance

What Makes Coaching Effective

Jennifer's coaching focuses totally on you and your best interests, supporting and encouraging you as you make the changes you decide are worth pursuing. Her coaching works with you in a respectful and collaborative way, allowing time and space for conversation and reflection.

Jennifer's coaching helps keep your focus on finding solutions that suit you, rather than on analyzing problems and going over old ground. She helps you identify your strengths and build on them in ways you might not have considered. Her coaching allows you the opportunity to explore possibilities, take some risks, acknowledge mistakes and learn from them.

Jennifer's coaching:

- follows the internationally recognized GROW coaching model to ensure you adopt a consistent approach in assessing your progress
- uses skilful questioning and tools to help you look more objectively at your situation, to think more clearly and make the best decisions for your situation
- is absolutely non-judgmental
- will challenge any limitations you have imposed on yourself
- guides you in setting goals you want to achieve

Coaching Protocol

Coaching Approach

Successful coaching requires a co-active collaborative approach between coach and client. The coach-role is that of facilitator. It is the client's responsibility to enact change.

Confidentiality

Confidentiality will be assured, except where you specifically provide information to be divulged to another.

Coach's Commitment

Jennifer will focus on you and your best interests, not just on your goals. Her aim will be to educate, support and encourage you as you make the changes you decide are worth pursuing.

Client's commitment

In adopting Jennifer as your coach, you are committing yourself to meeting her regularly at the agreed time and making the most of the time you have together. Being honest and objective, as well as you can, is essential.

To be coachable, you must ensure that:

- you are serious about your desire to change
- you are ready to work and receive feedback
- you are willing to try out new ideas, to be honest, to keep your commitments and tell your coach immediately things aren't working for you
- you are willing to explore, challenge and change habits and behaviors that are limiting your achievements
- you are willing to give your coach the benefit of the doubt and try new concepts or different ways of doing things
- you recognize the value and worth the organization is placing on you by investing in your personal development

Code of Ethics

Jennifer endorses and acts in accordance with the professional code of ethics produced by the International Coach Federation.

In undertaking to meet with you, Jennifer is committing herself to meeting at the time(s)

you have agreed upon, in a safe setting within which you can explore issues and difficulties and move toward change. Her aim is to facilitate you through this process.

How e-Coaching Works

International coaching sessions are conducted via telephone with email support. Telephone sessions may be conducted either via fixed line or Voice over Internet Protocol (VoIP). Either way the costs are minimal, so the choice is yours.

Fixed Line or VoIP Telephone Sessions

Service providers in many countries offer very reasonable options for keeping telephone call costs to a minimum. Prepaid calling cards are a popular option.

Alternatively, you may use the VoIP service provided by Skype. By setting up a simple skype-to-skype connection, your telephone costs will be zero. Visit [Skype at www.skype.com](http://www.skype.com) to find out more about Skype.

Email Support

Between coaching sessions, your coach will provide ongoing support via email.

Conference Call

Plus, quarterly conference call link-ups can be arranged. By sharing ideas with others, these help you develop your business further and guide you with decision-making.

Face-to-Face Coaching

If you are located in Australia, it may be possible to arrange one-on-one face-to-face sessions with your professional coach as well.

Complimentary Session

The initial half-hour session is completely free. During this session, you will:

- meet your coach
- discuss briefly what you would like to achieve from the coaching program
- learn how your coach works with a client
- discuss a coaching program that best meets your needs
- discuss a session schedule that suits you
- get answers to any questions you might have

Setting Up for an e-Coaching Program

Simply follow these easy steps:

- Purchase a prepaid international calling card (if available in your country).

OR

- Download the Skype software from www.skype.com/download/.
- Purchase and install headphones.
- Complete your registration with Skype.

THEN

- Register for your complimentary coaching session at busines1@businessperform.com.

Enrolling for an e-Coaching Program

Once you enroll for an e-coaching program, you will receive a Welcome Pack by email. The Welcome Pack includes:

- templates for goal setting and action planning
- instructions for setting up your own record keeping system to make the most of your sessions
- a checklist for you to reflect on the value of each session

Your coach will also negotiate with you a session schedule that suits your circumstances and availability.

Your First Session

At your first session with your coach you will:

- clarify what you would like to achieve from coaching
- explore some options
- set two to three goals that you agree would be achievable within a given time frame
- develop an action plan
- make a commitment to following through
- confirm the meeting time for the next session

Your Next and Subsequent Sessions

At subsequent sessions with your coach you will:

- review your progress according to your action plan
- discuss any problems that have arisen and solutions you have found for them
- establish goals you would like to achieve next
- explore options that might have opened up

- complete an action plan and commit to following through
- confirm the meeting time for the next session

Cancellations

If you wish to change the time of a session, please let your coach know in advance. Cancellations less than 24 hours prior to a scheduled session will incur a full session fee.

What Clients Have Said

“Jennifer challenged my thinking which now makes me look at my future and the way I live my life differently. By using some great tools, she helped me set appropriate goals and encouraged me to take some risks.”

*Manager
Cadbury Schweppes, Victoria*

“I began the coaching program, feeling some frustration because I needed feedback on my own strategies. Jennifer works in a relaxed, casual and confidential way so, although it was challenging to admit my own shortcomings to myself, I came away feeling that I’ve added a bit of wisdom to my profile, that I expect too much from others, and I’m feeling a lot happier, contented and accepting now.”

*John Cunningham
Ararat Rural City Councilor*

“I learned a lot about myself during coaching. I’ve learned to recognize the things I do well and try and build on them; and if I manage my time better I can achieve more without working 12 to 14 hours per day. What I particularly liked was that I could say anything, and even when I told you things that I wasn’t particularly proud of you could always put a positive/learn-something-from-it, focus on it.”

*Manager
Finance Industry*

Contact us at busines1@businessperform.com to organize an initial consultation with Jennifer McCoy.