

Client Case Study: Coaching for Success

The Adam Smith Business School engaged The Cultural Change Company to work with a team of Executive MBA students to prepare them to function as a high performance coaching team. The coaching techniques were based on NLP Rapport Building applications. The MBA students were drawn from international cultural domains. The aim was to prepare the coaching team to support the delivery of NLP training courses to over 150 international students of management science.

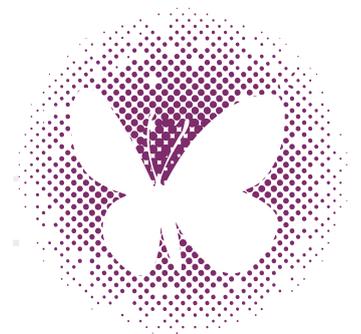
This course is very practical and experiential and is based upon industry best practice examples and cutting-edge ideas with regard to a very modern approach to coaching development. Everyone knows that effective coaching is the 'difference that makes the difference' in relation to organisational performance. It is firmly established that 70% of change programmes fail to achieve their planned results. We have studied organisational samples drawn from the 30% that do succeed, and modelled the success criteria from outstanding organisations; the result is 'Coaching for Success'.

Our 'Model' for this course was the world-renowned thought-leader regarding Generative Coaching, Robert Dilts, with whom we studied in practice over two summer schools at his base NLPU located within the University of California.

Coaching for Success adopts the premise that we all have the resources we need inside of us to generate leadership capabilities and successful organisational change. Generative Leadership Coaching enables participants to make transformational improvements in their ability to build:

- Excellent Rapport
- Supportive Change Networks
- Motivational Drivers
- Organisational Vitality
- Shared Vision
- Trusting Collaborative Relationships

This is absolutely not an abstract theoretical course; we work with both the individual and the group at very practical levels to enable them to be the best version of themselves as leaders of teams.



The Cultural
Change Company

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