

Armstrong Wolfe welcome you to:

# Essential Coaching Techniques to be a More Effective Leader



Moderator:  
**Gwen Wilcox**  
COO  
Armstrong Wolfe



Speaker:  
**Cressida Hamilton**  
Executive Coach  
Armstrong Wolfe



Speaker:  
**Andrew De Groot**  
Executive Coach  
Armstrong Wolfe





**ARE YOU GROWING...**



**...OR ARE YOU DYING?**

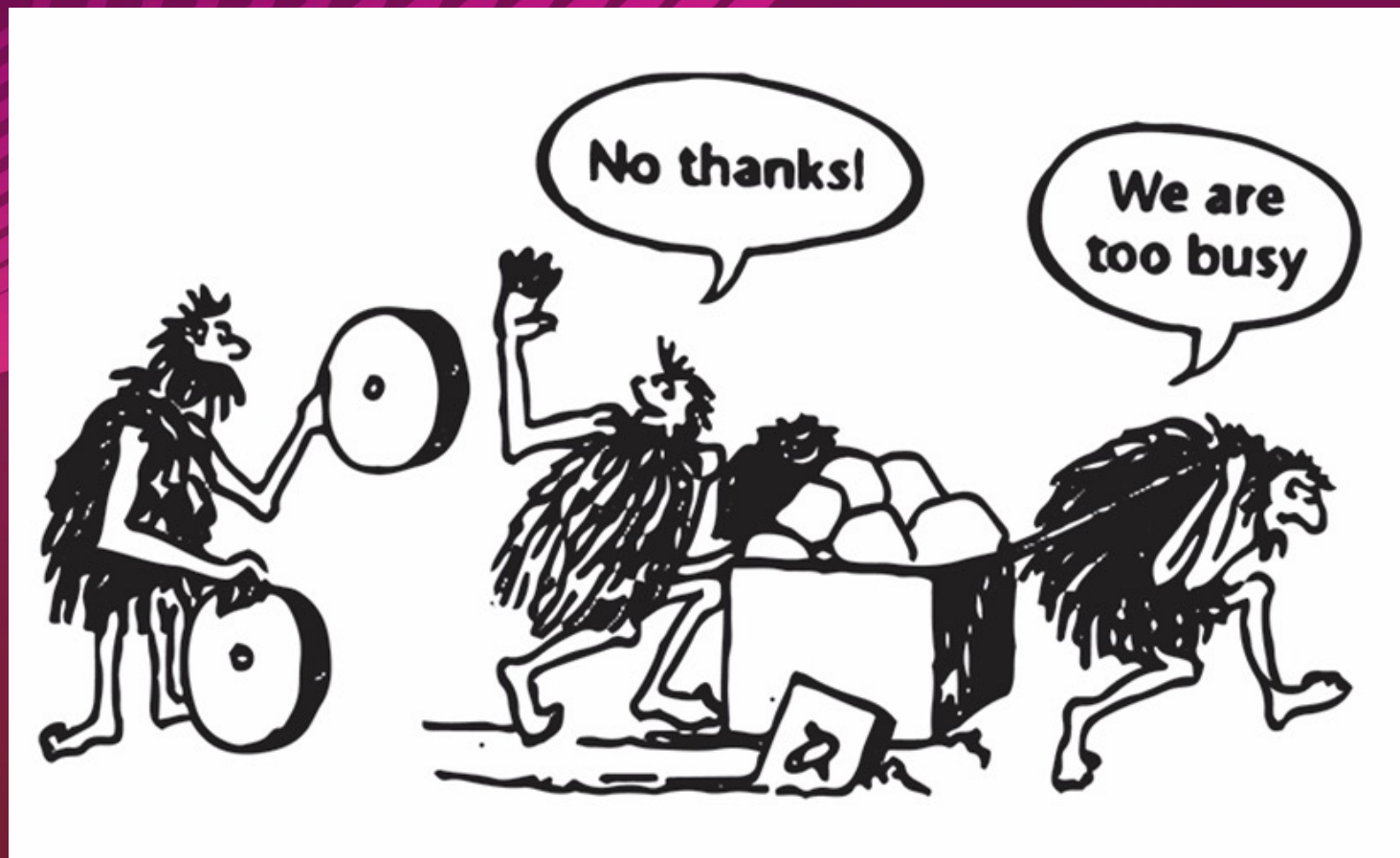


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# LIFE IN THE COO WORLD





THE ONLY FAILURE...

...is the failure to

**PARTICIPATE**

Give 100% and you'll get 100%...



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# Audience survey:

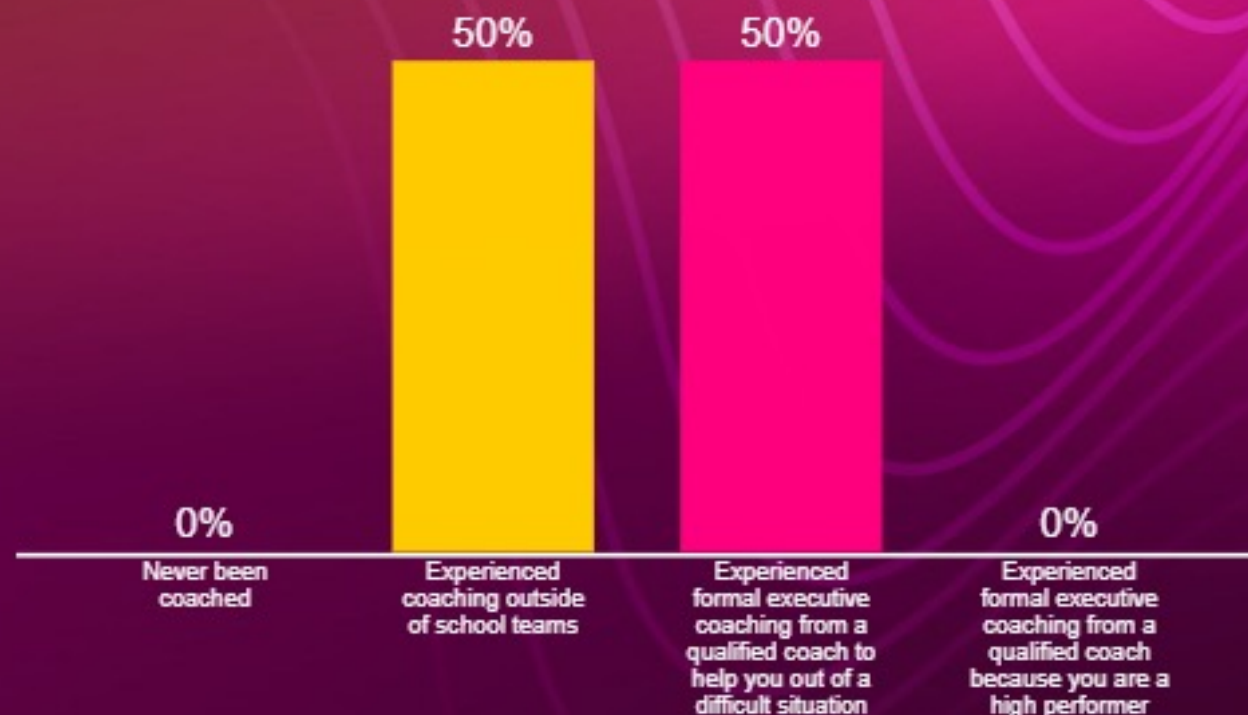
Scan the QR code  
Or  
Search the URL

[www.menti.com/krghkx3fxt](http://www.menti.com/krghkx3fxt)





# Have you ever been coached before? If so, tell us about your experience

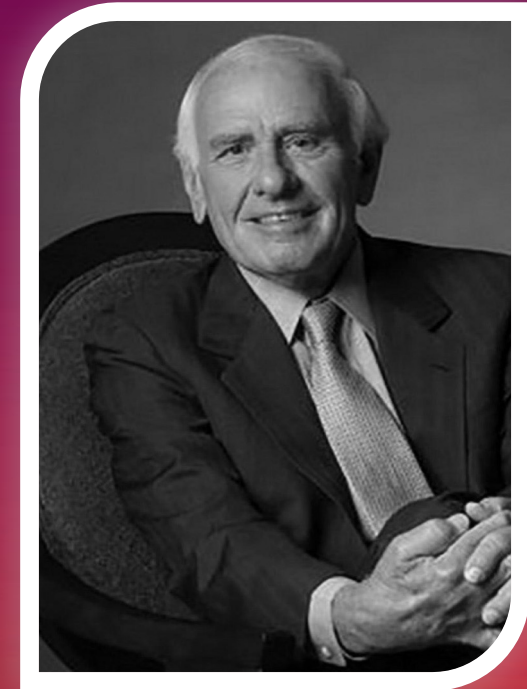




# WISE WORDS FROM JIM ROHN...

*“Never wish your life were easier...  
Wish that **YOU** were better...”*

*“Work harder on **YOURSELF** than you  
do on your job...”*



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# Today's Agenda

1. Putting coaching in Context
2. Delivering Coaching
3. Getting ready for Change





# A BIT ABOUT LEARNING...



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# A BIT ABOUT LEARNING...

To make sure you get the most out of your learning...

**I KNOW**  
*Isn't That Interesting!*





WHAT YOU CAN EXPECT...

**BFOs...**

**B**linding  
**F**lashes of the  
**O**bvious



# 1. PUTTING COACHING IN CONTEXT

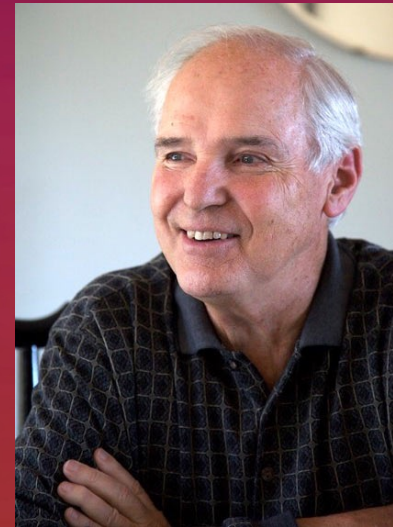
- Brief background to Coaching?
- What is and isn't Coaching?
- Why is it useful to Leaders?
- Why Positioning is everything





# 1. PUTTING COACHING IN CONTEXT

## Brief background to Coaching



# 1. PUTTING COACHING IN CONTEXT

## What Coaching is (and what it isn't)

- Coaching is:
  - Non Directive
  - Coachee driven
- Coaching is not:
  - Just for poor performers or for high achievers
  - A second career
  - A panacea for happy employees





# 1. PUTTING COACHING IN CONTEXT

Why is it useful to Leaders?



Know your intent!

# 2. DELIVERING COACHING

**The Fundamental Skills of Coaching**  
Julie Starr's 5 fundamental skills framework

1. Rapport

2. Active  
Listening

3. Intuition

4. Asking  
Effective  
questions

5. Giving  
Constructive  
Feedback





## 2. DELIVERING COACHING

**The Fundamental Skills of Coaching**  
Julie Starr's 5 fundamental skills framework

1. Rapport



'Mirror and Match'



# 2. DELIVERING COACHING

**The Fundamental Skills of Coaching**  
Julie Starr's 5 fundamental skills framework

2. Focused /Active Listening



WIFLE

What I feel like expressing...





## 2. DELIVERING COACHING

**The Fundamental Skills of Coaching**  
Julie Starr's 5 fundamental skills framework

3. Intuition



Non-Verbal Communication



# 2. DELIVERING COACHING

## The Fundamental Skills of Coaching Julie Starr's 5 fundamental skills framework

4. Asking Effective  
questions



OPEN vs CLOSED  
QUESTIONS





# 2. DELIVERING COACHING

**The Fundamental Skills of Coaching**  
Julie Starr's 5 fundamental skills framework

5. Giving Constructive  
Feedback



Your Mindset



# 3. GETTING READY FOR CHANGE

$$((D \times V) + F) \times S > R$$



**(Dissatisfaction X Vision)**

**+ First Steps + Support) > Resistance**





# Summary:

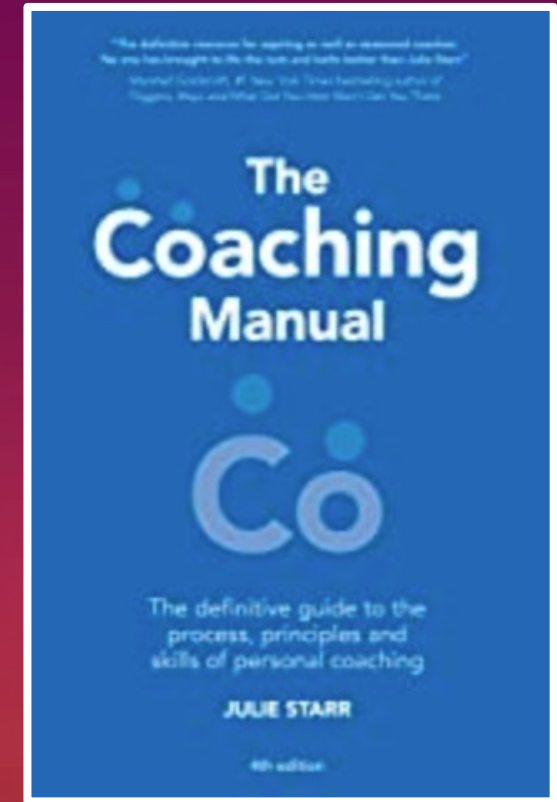
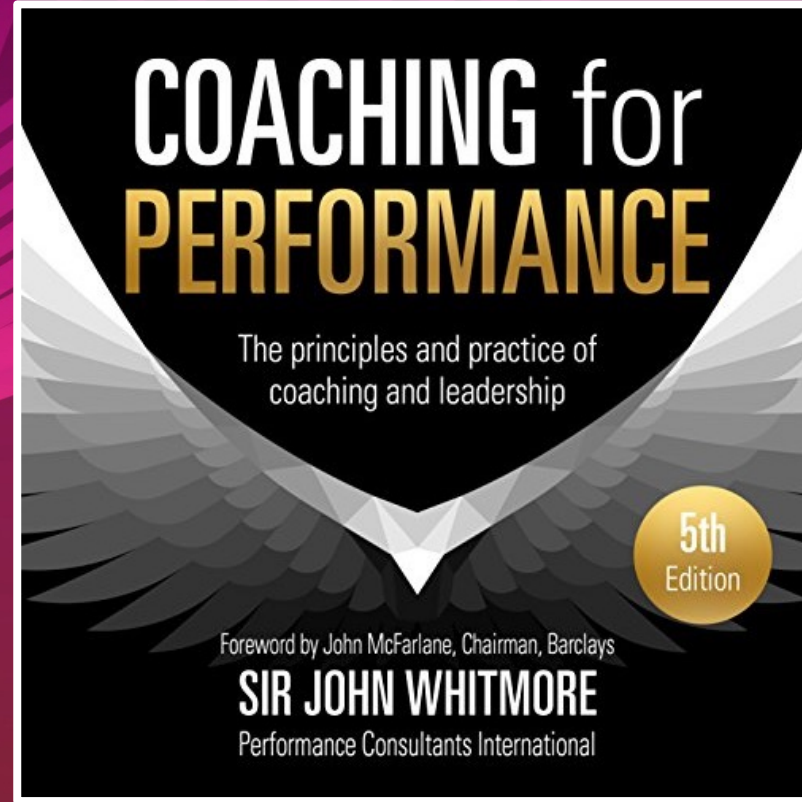
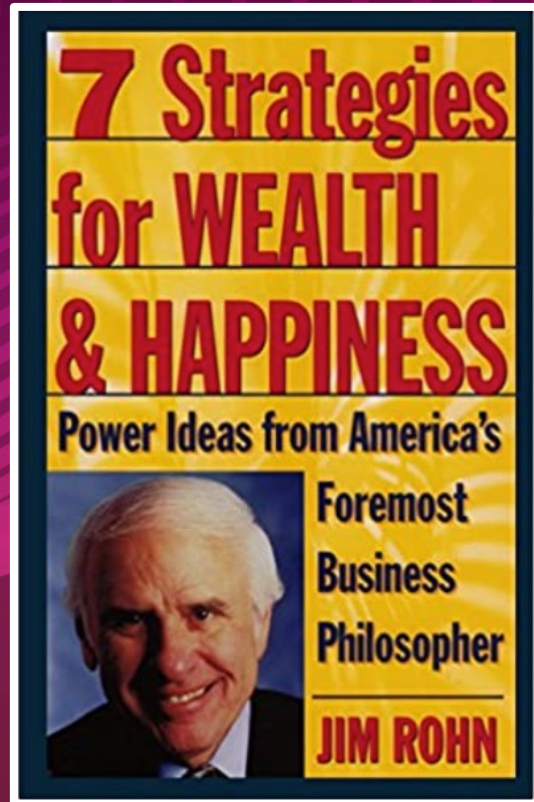
## Top Tips

- Get a Coach yourself
- Gain commitment
- 'It's that interesting'
- BFO's – writing down and sharing
- 5 point coaching model: Rapport/Active Listening/Intuition/Asking effective Questions/Feedback
- Formula for Change =  $(D \times V) + F > R$

*“Work harder on **YOURSELF** than you do on your job...”*



# Take away book list:





# Audience survey:

Scan the QR code  
Or  
Search the URL

<https://www.menti.com/692rc7dp5r>

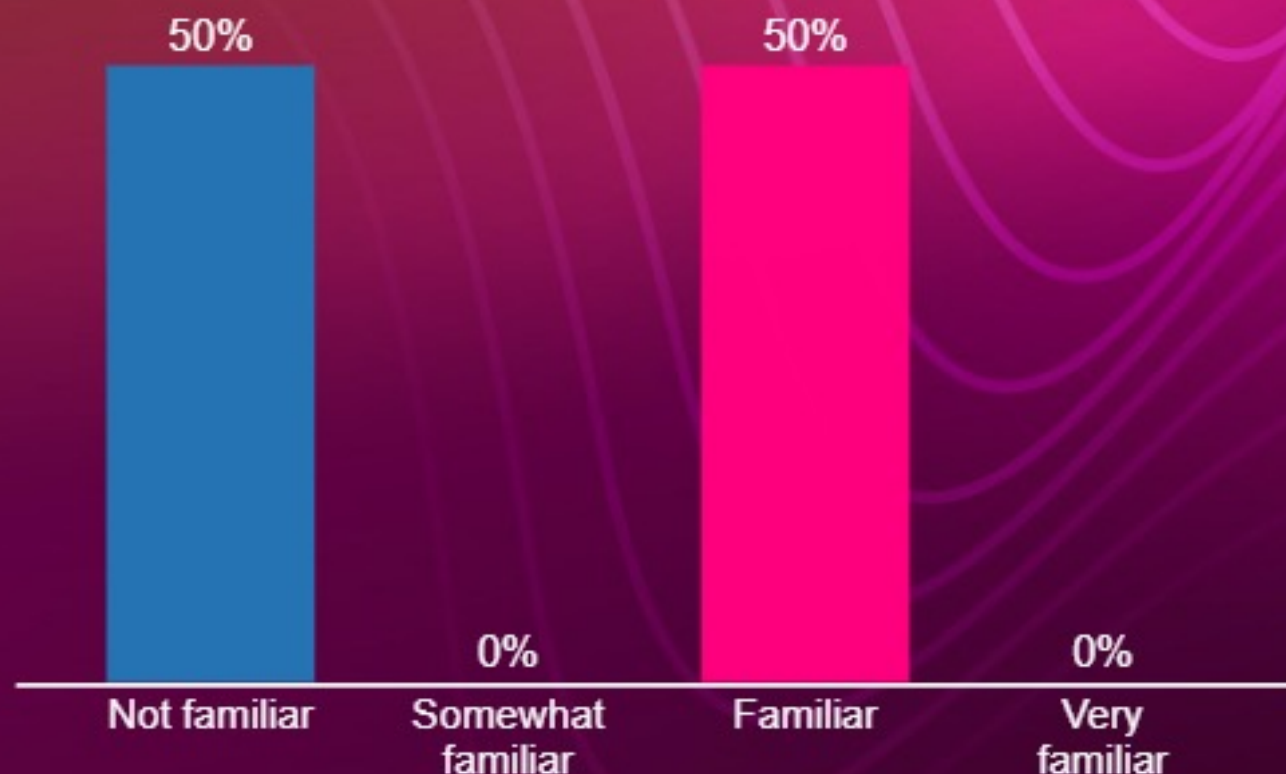


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# How familiar are you with the concept of coaching in order to improve team performance?







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# Executive Coaching at Armstrong Wolfe

- In order to support our mission to professionalise the COO community, we offer Executive Coaching
- 70% of individuals who receive coaching benefit from improved work performance.\* Benefits include:
  - Increased self awareness
  - Greater self confidence
  - Improved capability
  - Better communication skills
- We help our clients achieve promotion, negotiate better working terms and conditions, successfully transition into larger roles, change careers and become more confident and authentic in the workplace
- For more information, visit our coaching page: [Executive Coaching - Armstrong Wolfe | Financial Advisory](#)
- Or contact us by email: [Andrew@armstrongwolfe.com](mailto:Andrew@armstrongwolfe.com) and [C.Hamilton@armstrongwolfe.com](mailto:C.Hamilton@armstrongwolfe.com)





Read our COO Magazine online:

[armstrongwolfe.com/library/coo-magazine/](https://armstrongwolfe.com/library/coo-magazine/)

# Thank You!

**Dates for your diary:**

**WCOOC Leadership Forum**

*Do's and Dont's of Inclusive Leadership*

24<sup>th</sup> May 2022: 16:00 – 17:15 HKT (APAC/EMEA)

26<sup>th</sup> May 2022: 12:00 – 13:15 EDT (NA/EMEA)

**Website:** [armstrongwolfe.com/wcooc](https://armstrongwolfe.com/wcooc)

**LinkedIn:** [Armstrong Wolfe](#) | Global COO community platform

**YouTube:** [Armstrong Wolfe](#)