


Working With A Coach – The Right Choice For You?

Find out in under ten minutes if coaching makes sense for you ...



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IMAGINE MORE
WITH YOUR PERSONAL STRATEGY COACH

- MORE FOCUS
- MORE DIRECTION
- MORE VISION
- MORE LEADERSHIP

Foreword: If we...

- ... had a 30% reserve on all our tasks
- ... didn't have clients and bosses who always demanded higher performance and output
- ... didn't face ever new challenges, and often had nobody to ask how to manage them
- ... didn't try to not only do what others expected from us, but also meet our own standards
- ... had co-workers who thought and acted exactly like us

... then probably nobody would consider coaching – traditional forms of learning would be good enough

What we expect if we hear „development“ and „learning“

- Our experience shows that most learning offers are remarkably alike...

- Family
- School + high school
- University
- Work, on-the-job training
- MBA etc.
- Seminars, trainings

= how „things are done“

Implicit message: I/We know best what you really need

- How is coaching different? = how (and what) to do so that it works for **you**

Implicit message: You know best what you really need

Coaching: a Way of Working...

that goes directly from the way of thinking that ***contributes to the problem*** to a way of thinking that ***contributes to the solution;***
in a way that ***puts you and your real goals first;***
and ***works with your strengths,*** instead of fighting your weaknesses



ABP
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What people associate with coaching:

either +

- Positive – for motivated, results-oriented players
- Inspires and supports for results and satisfaction
- Catalyst for positive change (in individuals or teams)
- quite hard work that challenges and lastingly changes ways of thinking

or -

- For problem cases (boot camp)
- „he could do with a coach“ as euphemism for „he’s a complete waste of time“
- Formal affair: I pretend to want to change, and the coach pretends they believe me
- Attempt at manipulation = there is a secret mission for the coach (all just a bunch of lies – I need to protect myself)

Coaching is likely to suit you,

- ➔ When you are pondering these or similar questions:
 - How to become a more performant manager – coming from an expert role
 - How to stay in optimum “problem-solving” condition, instead of losing precious energy in difficult times
 - How to succeed at delegating (when a perfectionist at heart)
 - How to maintain a sense of satisfaction while striving to meet your own high expectations?

- ➔ When you meet the most important prerequisites: curiosity, and the ability to self-reflect

Examples of Typical Situations

- Successful sales manager, managing a cross-functional team for the first time, and struggling
- Senior manager who needs to change the top team's "heroic management style"
- Board vice president wanting to prepare for taking over from his chairman
- Manager wanting a higher-prestige job in a bigger country, who first needs to win approval from the boss
- Managing partner under pressure from owners to control the expensive fluctuation in his section



What makes people reach for coaching?

- The need to feel productive, achieve goals, and see their personal contribution
- Having an inner motivation to grow, overcome barriers, and make the most of their opportunities

But also when people

- ... face negative change (things can't go on like this)
 - ... experience “stuckness” (whatever I do, nothing seems to work)
 - ... feel frustrated (by themselves, by others)
 - ... or exhausted (I'm not as performant as I used to be)
- ➔ In a nutshell: Desire to find new ways that match my personality, AND work in my given context

Are you ready to proceed?

- Clarify all your questions in a first meeting whenever you are ready to take your decision
- If you need a sponsor in your company: convince your sponsor
- If you need help convincing your potential sponsor, contact me
- Bear in mind you are looking at a timeframe of 6-9 months = your coaching project, in which you will work on yourself
 - Kick-off session: 4-hour meeting = establishing complex, compelling goals for **your personal project**
 - Typically four to seven regular meetings of 2,5 - 3,0 hours
 - Intervals between coaching sessions ca. 4 – 6 weeks
 - Ongoing work on „homework“ that leads directly to your goals (in the context of company goals)
 - At coaching sessions, we review and update strategies on your long-term goals, but also work on current issues

Client Feedback

- “Working with you gives me a time out, a break in everyday routines, and time to really think. It helped me to stop seeing things black-and-white, and find the motivation to change things.”
- “Coaching offers a real and rare opportunity to discuss topics of your choice that reflect your personal priorities and goals as a manager. This experience left a very positive impression on me and will influence my behaviour for a long time.”
- “I have started to observe myself much more and notice how my colleagues react to me in certain situations.”
- “Coaching costs you quite some energy, time and last but not least money, and honestly – change can hurt. But what you get in return is well worth the cost. Your perspective and tools as a manager and an individual are extraordinarily enhanced. You won’t want to change back!”

Who I Am

Annette Reissfelder, Professional Accredited Coach

- Certified coach, with over 1300 demonstrated client coaching hours.
- Complex post-graduate systemic and solution-focused training (5 years).
- Two-year specific coaching training.
- Joined the *Institute of Systemic Coaching's* faculty for two years after completing own coaching training.
- Ongoing international professional development (UK, Italy, Czech Republic).
- Degree in psychology (Hamburg University).
- Studies of Economics and economic history (University College London).
- Longstanding personal interest in change management, the principles of good management, and highly effective people.



Credentials

- Managing partner of business consultancy specialising in business process reengineering, with team of 25 consultants.
- First-hand coaching experience as a client: I applied what I learned in my coaching programme to managing my own team.
- Results encouraged me to help others transform their way of working and thinking about management and eventually led me to leave my previous role.
- Started working as full-time business and executive coach in 2000
 - Coaching individuals and entire management teams
 - Clients from diverse industry backgrounds: financial, automotive, FMCG, pharmaceutical, etc.
 - Projects mainly in Germany and the Czech Republic
 - Working languages English, German, and Czech

Curious? Stay in touch!

You can contact me

- by phone
 - from Germany at +49 178 97 515 97
 - From the Czech Republic at +420 603 151 550
- By e-mail annette@an-edge-for-you.com to set up a personal meeting, or simply to ask any questions you may have
- To subscribe to my quarterly management newsletter, visit www.an-edge-for-you.com in the language of your choice



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