

A photograph of two women in a professional setting. The woman on the left has long brown hair and is wearing an orange top, smiling and looking towards the right. The woman on the right has blonde hair, is wearing a teal top, and is smiling broadly while looking towards the left. She is holding a small orange object in her hand. The background is a plain, light-colored wall.

Westfield Health
Executive
Coaching
Programmes

www.westfieldhealth.com



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About Westfield Health

We're dedicated to making a healthy difference to the quality of life of our customers and the communities in which they live and work.

We inspire and empower each other to be the best that we can be, so we can deliver evidence-based health and wellbeing solutions that support people, communities, and workplaces to be healthier.

We're proud of our not for profit heritage and are passionate about making a healthy difference. We have no shareholders, so the more successful we are the more we can give back to those around us.

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Introduction

Background and rationale

For business leaders, the key to creating the right balance between personal input and the desired measured output in the 21st Century workplace must first centre on a reassurance that we are operating optimally in the healthiest and most effective way.

Westfield Health Executive Coaching Programmes provide a series of focused coaching and mentoring services, delivered through 1-2-1 coaching consultations.

Designed to enhance and improve personal performance, all our coaching services focus on practical interventions that optimise the performance of those in both leadership and more influential senior positions.

Our coaching focuses on those proven areas of personal development which increase the capacity for improved individual wellbeing and related effectiveness, then team and ultimately, organisational competitive advantage.

Leadership programmes are designed and developed for organisations to meet their own unique needs and the individual leadership development requirements of the organisation's key decision makers.

Programmes focus on areas of personal development which increase leadership capability, enhance team effectiveness and ultimately organisational effectiveness to enable competitive advantage.

The delivery of programmes is customised to meet the needs and requirements of each individual organisation and to fit seamlessly within an organisation's existing personal development training for its leaders and align with existing cultures.

Coaching provision

Our programmes are run by psychologists and wellbeing professionals with many years of combined experience, applying both psychological and physiological strategies to meet the needs of 21st century business leaders and managers.

Purpose and Method Outline

Leadership focus areas

Whilst the content of our programmes are typically built to an organisation's specific requirements, consistent themes and focus areas focus on balancing effectiveness with wellbeing and typically include:

- Wellbeing perspectives on leadership and management practice
- Working under pressure and building resilience
- Managing personal and team energy
- Team leadership and effective communication and coordination
- Behavioural change management
- Performance benefits of 'Simplifying & Lean Thinking'
- Personal goal setting and finding purpose
- 'Seeing old things in new ways' – adopting new perspectives
- Working smarter not harder

Typical programme aims

The principle aim of our bespoke programmes will be to work with members of the Senior Executive and Senior Management teams to introduce and develop behavioural transformation strategies by focussing on the following areas:

- Identifying and agreeing that present trends provide an opportunity for all employees to re-launch a personal development process as a means to thrive and perform optimally.
- Identify mechanisms for Optimal Self-Management and Motivation.
- Reiterate The Importance of the Communication Process as key to underpin a team development process at all levels.
- Enable Effective Management and Leadership at all levels while operating under pressure.

Enabling objectives

Coaching & Mentoring objectives for the Senior Leadership Team:

- Introduction of positive and practical measures that can be used to develop resilience, positivity and enhanced employee wellbeing as a means to enhance performance.
- Learning to prioritise, manage time and energy during any growth transformation.
- Motivate Leaders to see the importance of any transformation as a mechanism to enhance growth and development as a means to increase personal and team effectiveness through a focus on Wellbeing
- Enable staff members to identify the positive benefits of transformational change by providing a solid platform for personal growth and team contribution.
- Introduce a 'values driven behaviour culture' as a basis for growth.
- Utilise a universal continuous improvement learning and performance culture throughout the organisation based on SMART working and lean thinking processes.

Approach

It is suggested that the optimal coaching environment will be created using an initial focus workshop and subsequent individual coaching & mentoring, over an initial agreed period. Personal focus areas usually cover:

- Greater self-awareness during change and when under pressure or uncertainty.
- Alignment of the generic management and personal competencies during change and alignment to identified organisation priorities.
- The engagement of participants in an ongoing motivational and stimulating programme of personal development by viewing transformation as opportunity.
- Confidential feedback to participants from external facilitators
- Translation of feedback into a Personal Development Plan (PDP).

Executive Coaching & Mentoring Delivery

It is suggested that a 1-2-1 coaching and mentoring programme is offered and delivered by one of our Senior Wellbeing Coaches.

Coaching programme delivery

- Face to face or remotely
- On site or off site

Typically these programmes are delivered on a face to face basis with individual clients, with individual coaching sessions usually planned for up to 1.5 hours per session. Optimal coaching outcomes are achieved through blocks of 6 sessions per client, allowing progressive coaching & mentoring programme planning. These blocks of 6 sessions per client are scheduled over a period of time that reflects the needs and requirements of each individual, with the timing of the programme being determined at the end of the first session and in conjunction with the individual client need.

Individualised delivery options are available to best meet the needs of the individual client and the business.

Further objectives

- Introduction of positive and practical measures that can be used to develop resilience, positivity and enhanced personal wellbeing as a means to enhance personal and leadership performance.
- Learning to prioritise, manage time and energy during growth transformation.
- Motivate Leaders to see the importance of any transformation as a mechanism to enhance growth and development as a means to increase personal and team effectiveness.
- Enable leaders to identify the positive benefits of transformational change by providing a solid platform for personal growth and team contribution.
- Introduce a 'values driven behaviour culture' as a basis for growth.
- Utilise a universal continuous improvement learning and performance culture throughout the organisation based on lean thinking and processes.

Westfield Health Head of Coaching

Mark Pinches

Mark leads our Executive Coaching & Leadership Development Programmes. He is a highly experienced and successful performance coach and mentor, with over 25 years experience coaching business executives, managers, artistic performers, media presenters and professional athletes.

As a specialist in organisational and sporting performance, leadership, management and team development, Mark incorporates a unique blend of wellbeing and life balance strategies into individual and team performance coaching solutions.

In addition, Mark has lectured at university level in Sport and Social Psychology and is both an assessor and verifier for all levels of The Institute of Leadership Management (ILAM) and Chartered Management Institute (CMI) courses.

Mark has worked with a wide range of business clients at senior executive, director and CEO level, as well as with many professional sports teams and athletes up to GB team and national team captaincy level, including Formula One (Benetton Team) and International Motor Racing (Subaru 555 WRX and Honda Touring Car Team), GB Level Rowers, teams and individual athletes and performers.

Mark has acted as an Executive Personal Performance Coach and Mentor to a wide range of executives and senior staff including:

- UK Sales & Marketing director for a European motor manufacturer
- Team of 4 owners/directors of a major European wine manufacturer based in Portugal
- 'Developing Effective Communication Skills' with Estonian Government
- Ministers and Senior Civil Servants in preparation for the country's EU Presidency role
- Team of four Directors at Wales' Premier Performance and Arts Centre



- Range of senior BBC and Independent Broadcasting staff and presenters
- Communications Director of a UK Regulatory Body
- Professors at a number of UK Russell Group Universities
- Range of academic and senior University support staff
- Professional performers from music and the arts
- International/National level athletes and sports performers, including international level team captains
- Business leaders and company owners from a wide range of private sector organisations

Our team of experts are here to help

From picking the right workshop to building your health and wellbeing strategy, we're here to support you.

Visit our website to download our free Health & Wellbeing Toolkit. It contains all the information you need to create your company's health and wellbeing strategy, featuring help and advice on everything from building the business case and exploring supplier options to implementing and evaluating the process.

For more information or to enquire about any of our workshops, please get in touch with our team of experts who are available 9am-5pm, Mon-Fri (except Christmas Eve and public holidays).



Get in touch

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