



## Rapid Return Executive Coaching

Existing users of Executive Coaching may be interested in a new addition to the range of Executive Coaching services: The 'Rapid Return' programme combines the best of Executive Coaching, Group Coaching and the new and developing science of Environmental Neurology.

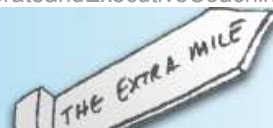
Experience significant positive changes in behaviour, outlook and attitudes in just one week and watch them become established and embedded over a period of six months



No ordinary programme...no ordinary venue!

### The brief that stimulated the development of this programme:

- 1 Create and immediate and noticeable change in attitude and approach
- 2 Provide a platform for sustainable and long term changes in attitude and approach
- 3 Provide support for those long term changes
- 4 Create an intervention that skeptical and challenging executives would want to take part in
- 5 Do it all within a budget that's less than 1/2 of what it would normally cost for an executive coaching intervention



**For use when rapid results are required;**

- Project team members with fixed targets to achieve  
*Time may be limited or a fast turnaround necessary; the team leader and / or team members need to adapt their approach and be willing to behave differently yet still maintain their high degree of technical skill*
- Executives in new or extended roles needing to respond quickly  
*In many situations new appointees need to 'hit the ground' running in their new role; they already have the potential to do very well but will benefit from a means of accessing and harnessing that potential quickly*
- Increased flexibility of style or behaviours is desirable  
*Experienced executives and technical specialists have become valuable to the organisation because of what they do but not necessarily because of their people handling skills or ability to behave flexibly in situations where that might be beneficial; their existing abilities would benefit from being complimented by the skills of behavioural flexibility and changes of approach*
- Rapid resolution to a challenge or situation is sought  
*Some situations require a resolution quickly; the executive might well have the skills to manage a tough challenge over time but when that time just isn't available then it's far better to coach them in skills to handle change than sacrifice them because they cannot*

**The programme includes:**

- Completion of an Executive Coaching Agreement in conjunction with the coachee and coach sponsor. This will detail the outcomes, purpose and measurements (both personal and organisational) of results
- Pre-coaching 3 way 'conference' with coach, coachee and coach sponsor.
- Introductory 1 hour one-to-one coaching session
- 8 x 2.5 hr Group Coaching sessions (focused on behavioural change)
- 26 hours of supervised practice / exercise activity
- Face to face 1hour coaching session
- 5 x 1 hour follow up one-to-one coaching sessions
- Post-coaching 3 way 'conference' with coach, coachee and coach sponsor





## What's special about the programme?

This is a new programme that has been ten years in the making. Extensive research and practical experience have facilitated the production of this unique coaching programme.

### The Location

Completion of the coaching agreement, the pre-coaching 'conference', introductory coaching call and monthly one-to-one follow up coaching sessions all take place remotely, however the group coaching element of the programme takes place on location at the Sheraton Hotel in La Caleta, Tenerife. With daily scheduled flights from Birmingham, London and Manchester for little more than the cost of a standard rail fare from the Midlands to London this easy to reach location provides the perfect location to support beneficial environmental neurology; a combination of year round warm weather, sea air and a comfortable and relaxed environment.

### The Coach

Martin Goodyer is one the UK's most experienced executive and business coaches and an expert in the coaching and teaching of

behavioural change. Martin pioneered the use of sunshine venues in conjunction with behavioural change and business coaching; his first group was brought out to this location a decade ago and since then has also successfully run events in the Balearic islands.

### The Content

A combination of client led personal coaching and group mentored behavioural change methodology influenced by environmentally supported positive neurology. The clarity of focus and outcome, willingness to participate and immersion philosophy come together as a potent elixir of change. This unique mix cannot be replicated under normal office circumstances, nor can it be achieved without all the constituent parts; it is the bringing together of all the elements that makes the sum of the total far more powerful than its constituent parts.



The Sheraton Hotel, La Caleta, Tenerife; venue for the residential part of the programme

A short taxi journey from the airport and located in a quiet location overlooking the ocean; an excellent location to stimulate natural positive responses. Tenerife has daily low price schedule services from London, Birmingham and Manchester airports.



**Executive one-to-one Coaching**

New ILM (Institute of Leadership and Management) research\* suggests that 80% of large organisations are using coaching as a means of helping managers get the most from their teams, boosting employee engagement and developing high performing workplaces.

Organisations have learned that middle management to director level all have benefited from external executive coaching from experienced and qualified professional coaches, with more than 95% recognising direct benefits to both the organisation and the individual; such as improvements in communication, interpersonal skills, leadership & management skills, conflict resolution, management performance as well as effective preparation for a new role or promotion.

**Group Coaching & Behavioural Change Mentoring**

The principles of action learning; development by problem solving with other people and sharing ideas and approaches is a proven and effective way of increasing the speed and effectiveness with which people internalise new ideas and concepts.

Working in facilitated groups with ample time for personal processing, teamwork and working in pairs allows people to learn from not just their own successes and failures but also that of others. Group working develops a person's interpersonal skills, adds value to their own experience and enables a person to get to grips with their own strength and weaknesses. Group mentoring provides a platform for sharing tools and techniques to improve communication skills, leadership skills and improve personal performance.

**The psychology – incorporating ‘environmental neurology’**

The science of environmental neurology relates to the causal links between events in the vicinity of a person and the functioning of their central nervous system. Linking the idea of a holiday destination with a business trip will trigger positive emotions and the corresponding changes in brain chemistry. Psychologists have concluded that enjoying a holiday trip is universal (in 2008 and 2009 hundreds of international tourists were interviewed as part of a study by NHTV Breda University with almost 96% reporting themselves to be in a positive mood merely because they were on vacation. Even when holidays haven't in actuality been wonderful there is something labelled the 'rosy-view' effect that results in their recall being more positive than they really were). There's also some evidence that overseas travel can spur creativity; a study by the Kellogg School of Management found that students who'd spent more time abroad were more likely to solve a creativity problem, and an epidemiological study involving thousands of men at risk from heart problems found that the more





holidays they took, the more likely they were to survive the study's nine year follow year period. A review of studies into the effects of holidays on well being carried out by Radboud University concluded that going on holiday had a small but significant positive effect on worker's wellbeing.

The less positive news is that there is a 'fade out' period where the benefits of being away slide as 'things' get back to normal. Hence the importance of the back home follow-up element of monthly one-to-one coaching that's a key component of the programme.

The programme is limited to a maximum of 12 delegates. Details of each delegate and their employer are confidential. It is not a requirement of the programme that the delegates share any information with each other unless they are comfortable doing so.

For more information on the science of environmental neurology and how it relates to coaching go to [http://www.martingoodyer.com/\\_userfiles/pages/file/environmental\\_neurology.pdf](http://www.martingoodyer.com/_userfiles/pages/file/environmental_neurology.pdf) Or click on 'Learning from Occupational and Environmental Neurology' on the 'What is coaching' page of the [www.BusinessCorporateandExecutiveCoaching.com](http://www.BusinessCorporateandExecutiveCoaching.com) website.

### **Dates & Availability**

No open programme dates have yet been released for 2012.

To be advised of new programme dates as soon as they are announced or to ask any questions about the programme please email [martin@martingoodyer.com](mailto:martin@martingoodyer.com)

Corporate groups may be scheduled at any time subject to availability

\*Creating a coaching Culture – ILM July 2011

