

# Guide to Leadership Coaching

Executive Summary

**SUCCESS**  
Lasting Transformation

TACTICAL  
**CONSULTING**  
Peak Performance  
Best Practices

ACHIEVEMENT



ACTION



PSYCHOLOGICAL  
**COACHING**  
Comprehensive  
Understanding of  
Teams/Players

AWARENESS

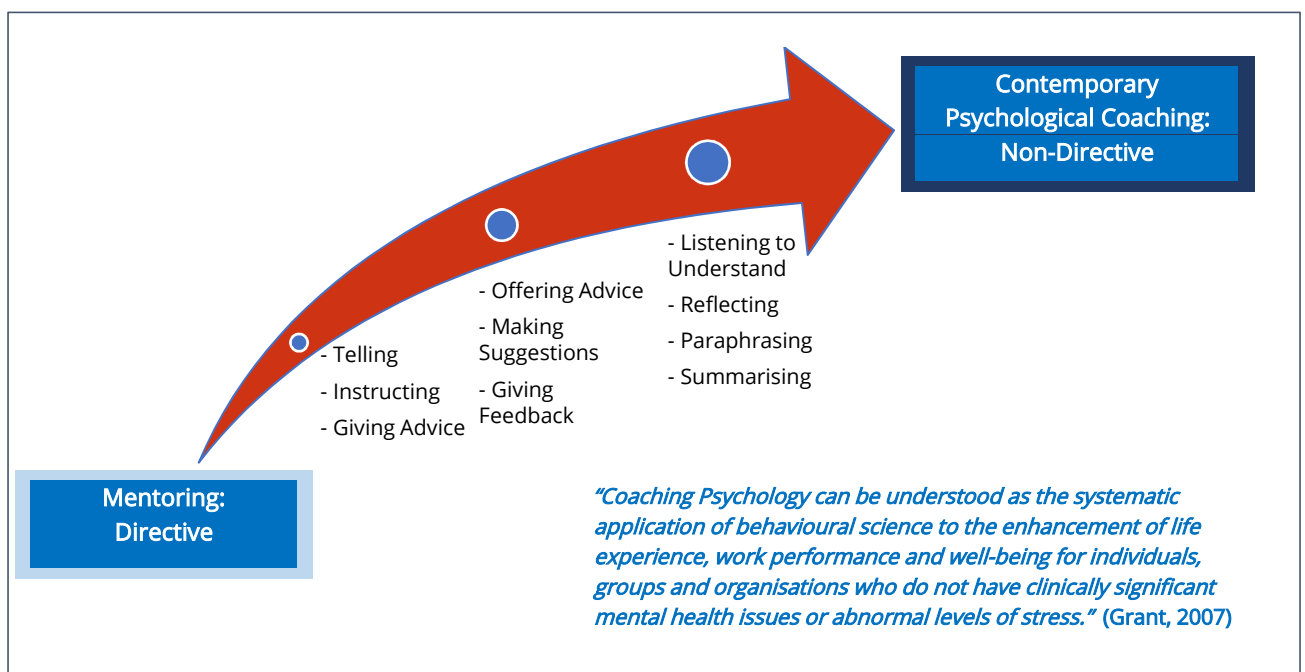


# OVERVIEW & DESCRIPTION

## Traditional Versus Contemporary Psychological Coaching

Coaching has been practised since people have been aware of the need for teaching and learning. Modern history traces it back to the 1900s, and since then it has grown and developed from a purely practical mentoring type skill to one backed by psychological science.

In recent years the number of research papers on coaching published in psychology journals has risen from c.1000 in 2009 to over 15,000 in 2015 alone and rising.



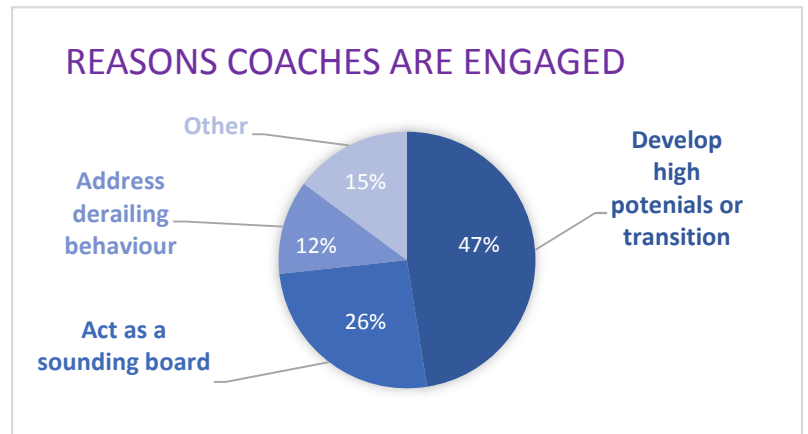
This contemporary model has much in common with both mentoring and therapy, see diagram below.

Mentoring	Coaching		Therapy
Paid to come up with answers	Advise individual leaders	Focus on the future	Paid to ask the right questions
Focus on organisation performance	Involves leaders on goal setting	Enhance performance	Focus on individual and system behaviour change
Strives for objectivity	Paid for by the company	Helps to uncover individual and team true path	Tackles work and home issues
			Focus on the past
			Diagnose and treats dysfunctionality
			Paid for by the individual

## What are the benefits?

Applying contemporary coaching knowledge and skill provides a deep level of understanding of the conscious and most notably the sub-conscious behaviour of both leaders and teams. This in turn yields insight into values and culture norms.

Raising leader and team awareness to this level drives positive action, behaviour change and goal achievement.



Coutou & Kuuffman (2009) "What Can Coaches Do For You?" Harvard Business Review

### Organisation

- Improved organisation performance
- Higher profitability / ROI
- Enhanced staff retention
- Less absenteeism
- Buy in to organisation vision and values
- Better flexibility / ability to change
- Sustainable for learning and development
- Improved distributed leadership

### Team

- Improved team performance
- Clearer vision and objectives
- Improved team spirit
- Better communication and relationships
- Creative synergies
- Higher motivation
- Unleash team potential

### Person

- Improved self-awareness
- Enhanced individual performance
- Higher motivation and commitment
- Better leadership skills
- Sustainable, self-directed personal growth
- Higher quality or work/life balance
- Clarity in purpose and meaning
- Better management of change process
- Improved communication and relationships
- Efficient implementation of skills

## The Coaching Contract

The purpose of the contract is to ensure that both parties are clear as to what they can reasonably expect from each other in terms of logistics (managing meetings and intermeeting contact) and core ground-rules, and encourages the client to clarify what it is they want from the process.

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# RFC's APPROACH TO COACHING

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We use contemporary coaching psychology which gives a solid understanding of the science of human change and the ability to develop coaching interventions.

## One to One and Team Coaching

RFC use a range of approaches and models relevant to the coaching context to achieve results including:

### Approaches

Cognitive behavioural  
Solution Focussed  
Person Centred  
Gestalt  
Existential  
Systemic  
Psychodynamic  
Transactional Analysis  
ACT/ Mindfulness  
Motivational Interviewing  
Contextual  
Narrative

### Models

GROW  
OSKAR  
CLEAR  
OARS  
Appreciative Enquiry  
Kolb-Action Learning  
Emotional Intelligence  
Reflective learning

## Sustainability and Continuous Improvement

Our coaching practice facilitates improvement that is sustainable and continuous. To this end our aim is replace our coaching sessions with a self-managed reflective practice to yield continuous development.

## Evaluation

We believe the coaching relationship forms the foundation of the coaching process so a “chemistry meeting” forms the first step of our process. Before starting a program we meet with our clients to discover the purpose, motivation and the corporate culture. Working in partnership with them we design and agree a bespoke evaluation process. This may consist of psychometric testing and 360 feedback tools.

## Coaching Panel

All of our coaches are experienced leaders themselves, are highly qualified, typically to master's degree level. They have a proven track record in leadership or team coaching across a range of industries and professions.

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## ROBERT FERRY PROFILE

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Robert has over 20 years' experience in the executive search and leadership development acting as a trusted advisor to a wide range of Irish and multinational clients. He holds a B.A. in HR and an MSc. In Coaching Psychology.

Many organisations use his organisation culture and talent management expertise when they need to find or develop leaders and their teams.



### Current Role

Robert is the founding director of RFC which was established in 1998. He is responsible for leading the team in delivering recruitment and development solutions for middle to senior level executives through to board directors. He represents the firm as the Irish branch of CFR Global and leads the global industrial and engineering practice.

### Earlier Career

He began his career in NCB Stockbrokers as a private client advisor. He then moved to join a leading specialist firm, Professional Placement Group, as a recruitment consultant covering accounting and financial services professionals. He progressed to director level leading the technical team which specialised in engineering and supply chain professionals and managers, a role he held for over six years until 1998.

### Case Studies

Robert has completed assignments across a range of industries and company types. You can see case studies of work completed with organisations such as Bank of Ireland, Grafton PLC and Power Capital on [www.rfc.ie/client-stories/](http://www.rfc.ie/client-stories/)

Do you have culture or talent problems or just need to improve how you work ?  
Contact Robert Ferry to learn more or to arrange an appointment.

T: +353 1 8727008

E: [robert.ferry@rfc.ie](mailto:robert.ferry@rfc.ie)

Web Booking: [www.rfc.ie/book-an-appointment/](http://www.rfc.ie/book-an-appointment/)

## Additional Resources - Guides & Surveys



### How do middle to senior level executives make a career move?

<http://www.rfc.ie/how-do-middle-to-senior-level-executives-make-a-career-move-in-the-current-irish-job-market/>



### Guide to Talent Acquisition

<http://www.rfc.ie/talent-acquisition/>



### Guide to Retention & Engagement

<http://www.rfc.ie/retention-and-engagement/>



### Guide to Succession Planning

<http://www.rfc.ie/succession-planning/>



### What makes a good leader?

<http://www.rfc.ie/researchhttp://www.rfc.ie/what-makes-a-good-leader/>



### Reduce staff turnover by putting time into onboarding

<http://www.rfc.ie/reduce-staff-turnover-by-putting-the-time-into-onboarding/>





# RFC



Leading Talent

CONNECT FIND GROW

RFC Executive is an independent Irish firm that, for over 20 years,  
delivers leading talent solutions within Ireland and in 60 countries internationally  
through its partnership with CFR Global Executive Search.

Our expertise extends to:

**EXECUTIVE SEARCH**

**PROFESSIONAL SEARCH**

**LEADERSHIP AND TEAM COACHING**

**PSYCHOMETRIC TESTING**

**RFC Executive**

406 The Capel Building, Dublin 7

Tel: 01 872 7008

Email: [executives@rfc.ie](mailto:executives@rfc.ie)

Web: [www.rfc.ie](http://www.rfc.ie)