

Executive Coaching

An outline of our core coaching principles

Bright Leadership offers professional Executive coaching using highly qualified and experienced coaches who can help make Leadership a real point of difference in your Organisation. We believe that each Company has different needs and therefore a long term relationship with a professional service provider will generally produce more effective and impactful results. Our approach to coaching includes the following core coaching principles:

- **We focus on business coaching**, not life coaching. Whilst personal issues often surface during the coaching process we believe that the purpose is to relate issues to how they impact the Executive's on the job performance.- a direct improvement on business results.
- **Our coaching is goal based**. Coaching objectives are agreed at the beginning of the process and are measured as we progress.
- **Our coaches are all qualified and highly experienced** multi-lingual business coaches.
- **We offer a non- obligatory, free-of charge one hour 'chemistry' meeting** before coaching will start. This is to allow both the Coach and the Coachee to determine suitability to work together.
- **Coaching packages are usually for 4 – 6 sessions**, agreed up front. Extending beyond this is possible with agreement from the sponsor.
- **Some pre-testing is often offered as it provides valuable insights** for both the Coach and Coachee. This is always explained and agreed with the Coachee at the start. We use professional, internationally recognised psychometric tests only with high validity.
- We believe it is valuable to hold progress meetings with the Sponsor at key stages during Coaching programmes by mutual agreement.

We differentiate ourselves by:

- Partnering with our Clients (tailoring our service to meet your needs will result in greater fit)
- 100% focus on Leadership (the key to enabling success in your business)
- Deep experience (All our coaches are qualified and have substantial successful track records and accomplished leaders themselves).

Bright Leadership is committed and able to support you in building your Leadership talent into a formidable competitive advantage. Find out more by contacting us at Bright Leadership. Visit www.brightleadership.com.