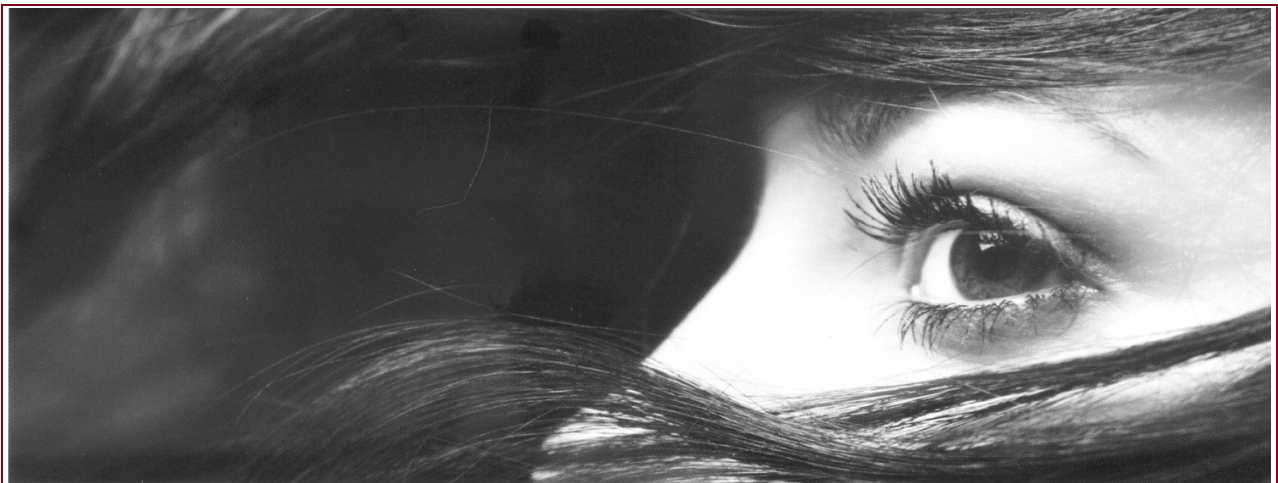


Aspire Coaching Programmes 2009





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Aspire Executive Coaching Programmes



Coaching paves the way for decision makers to create higher levels of personal and organisational effectiveness through dialogue, inquiry and positive interactions. It is NOT another feel-good exercise based in soft skills that has no correlation to the bottom line.

In one of the first major studies to quantify the business impact of executive coaching published a few years ago - it was concluded that **coaching programmes deliver an average return on investment 5.7 times the initial investment in a typical coaching assignment**, according to executives who estimated the monetary value of the results achieved through coaching.

One study examined the effects of executive coaching in a public sector municipal agency. Thirty-one managers underwent a conventional managerial training program, followed by 8 weeks of one-on-one executive coaching. Training -- which included goal setting, collaborative problem solving, practice, feedback, supervisory involvement, evaluation of end-results, and a public presentation -- increased productivity by 22.4%. Training and coaching increased productivity by 88%, a significantly greater gain compared to training alone. (Public Personnel Management; Washington; Winter 1997; Gerald Olivero; K Denise Bane; Richard E Kopelman)

Between 25 and 40 percent of Fortune 500 companies use executive coaches, according to The Hay Group, an international human-resources consultancy. Although it was once used as an intervention with troubled staff, coaching is now part of the standard leadership development training for executives in such companies as IBM, Motorola, J.P. Morgan Chase, Hewlett-Packard and many others. Companies such as Merrill Lynch, and sales-based organisations such as insurance firms use coaches to bolster performance of people in high-pressure stressful jobs.

"What's really driving the boom in coaching, is this, as we move from 30 miles an hour to 70 to 120 to 180...as we go from driving straight down the road to making right turns and left turns to abandoning cars and getting on motorcycles...the whole game changes, and a lot of people are trying to keep up, learn how, not fall off" ~ John Kotter, Professor of Leadership at the Harvard Business School



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So what are the benefits of 1:1 executive coaching?

Among the measurable benefits to the business were: improved productivity; quality; customer service; cost reductions; retention of executives who received coaching; bottom-line productivity.

Among the benefits to the executives who received coaching were: improved working relationships with direct reports and immediate boss; job satisfaction; work/life balance, personal fulfilment, conflict handling; commitment.

Executive coaching delivers tangible commercial outcomes, where the following combination of 'success' input elements are purposely brought together:

- The executive is motivated and open to change
- The right person is selected for coaching
- The right coach is selected to match the coachee based on background, experience and "chemistry"
- Personal goals are closely linked to hard business outcomes
- The business is appropriately integrated into the coaching programme

The key outputs of successful executive coaching are:

- Sustainable improvements in commitment and performance
- Positive effects on the bottom line
- Ability to retain and maximise talent
- A healthy return on investment

Aspire Executive Coaching Programmes Logistics & Costs

Logistics: An initial free, no-obligation 'chemistry' session. Thereafter, timing and frequency flexible to suit – typically a 6 month programme of 1 or 2 x 2hr sessions per month is costed per programme.

Locations: Face to face in London, Brighton, Leeds, Manchester, Birmingham, Oxford or M25 surrounding area or countryside or internationally by telephone

Executive Coaching Programmes Dates and Topics:

Executive Coaching Programmes can start any time to suit you. Topics to be covered are defined with the help of your Aspire coach in your first session.

Benefits you'll gain:

- Coaching on topics chosen by you, focused on delivering results aligned to your issues, working style, challenges and business needs.
- External and third party confidential feedback, one to one ideas, sounding board and practical suggestions.
- Research-informed Aspire models, tools, clear processes and systematic framework that will create real and tangible benefit for you and your organisation.
- Return on investment measurements in place and a clear action plan that you will implement in between coaching sessions to make sure what you want to happen, happens.



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Your Coach

We have a highly experienced coaching team which has conducted executive coaching programmes with female senior managers, directors and executives from organisations such as The Walt Disney Company, Lloyds TSB, PA Consulting, BDO Stoy Hayward and many more over the past 6 years. All our coaches are rigorously trained, have comprehensive business backgrounds and are accredited with The International Coach Federation. You will be matched to the coach we think is most suitable for you from our team and will have a full and no-obligation opportunity to ensure they are right for you before your coaching commitment begins. (See page 5 for more on Aspire's team).

“Turbo Coaching” Programmes



Aspire's new **“Turbo Coaching”** Programmes are designed to speedily boost your skills in the must-have leadership abilities of today. If you just can't make the dates of our group seminars, or you have attended an Aspire seminar and want ongoing support to 'get results in the real world', or you would just prefer a tailored approach, we hope that these short, one to one, business focused intensives will be a practical and inspiring option for you and your organisation.

“Turbo Coaching” Programmes Logistics & Costs

3- and 6-session Turbo Coaching programmes are available. The 6-session programme enables you to go into more depth on your chosen topic (alternatively, you may choose to tackle two topics back to back). The 3-session programme is suitable for those looking for a 'short sharp blast' on their chosen topic.

Cost: £2500 + VAT for a 6 Session Programme

OR £1400 + VAT for a 3 Session Programme

Logistics: 3 or 6 x one to one sessions of 1 hour each plus telephone and email accountability.

Locations: Face to face in London, Brighton, Leeds, Manchester, Birmingham, Oxford or M25 surrounding area or countryside or internationally by telephone



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Turbo Coaching Programmes Dates and Topics:

Turbo Coaching Programmes can start any time to suit you and are available on these essential leadership topics:

- Powerful Communication
- Leadership Influence
- Presence and Impact
- Time & Life Management
- Profile & Networking
- 360 Leadership
- Leadership Style & Results
- Strategy and Decision Making
- Career and Life Planning
- Maternity

Benefits you'll gain:

- Specific goal-driven coaching focused on delivering results aligned to your issues, working style, challenges and business needs.
- External and third party confidential feedback, one to one ideas, sounding board and practical suggestions.
- Research-informed Aspire models, tools, clear processes and systematic framework that will create real and tangible benefit for you and your organisation.
- Return on investment measurements in place and a clear action plan that you will implement in between coaching sessions to make sure what you want to happen, happens.

Your Coach

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A selection of our coaches:

Dr Samantha Collins

Dr Samantha Collins is the CEO and Founder of Aspire. She is a qualified Executive Coach, a member of the International Coach Federation, a former Council member of the Association for Coaching (a leading professional coaching body) and is on the Save the Children Global Emergency Response Team.

Samantha's background is in Global Corporate Training/HR for cruise lines, hotels and restaurants. She has recently been awarded a PhD on "The Future World of Work for Women in Banking and Professional Services in the UK and USA". Samantha is also the author of an up and coming book 'Women's Leaders on Board' based on 6 years of doctorate research and interviews with over 50 women leaders in London and New York. She lives in both LA and London with her family. Her coaching style is ideas-driven, practical,



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visionary, innovative, inspirational, supportive, "no messing around!" Her passions include women as leaders, organisational and social change and making a difference.

Katherine Tulpa

A passionate CEO/Global Coach, leadership consultant and facilitator, Katherine specialises in cross-cultural coaching, board/top team performance (with an emphasis on women and diversity), influence and impact, strategic thinking, authentic personal branding, and executive/corporate wellbeing. A dual UK/US citizen, with over 20 years' experience in strategy and marketing as a board-level executive, senior manager and coach/facilitator, she has worked with large multi-nationals across Europe, the Middle East, US and Asia. Katherine works with a diverse client base including CEOs / top teams, consultants, bankers, lawyers, technical experts, architects and the arts/media.

As an AC Accredited Coach, Fellow of the RSA and Honorary Lifetime Fellow of the Association for Coaching, Katherine holds a Business degree, diplomas in Coaching Mastery, Performance Coaching, and NLP; along with certifications in Systemic Coaching, Cross-cultural Coaching, Cognitive-Behavioural Coaching, Psychological Coaching, Transpersonal Coaching, and Stress Management. She is known for her dynamic, inspiring and challenging style. Participants going through her women's and coaching leadership programmes describe her delivery as "bold, enthusiastic, articulate", "genuine", "enthusiastic", "great knowledge", and "invigorating".

Carolyn Dawson

Carolyn is a supportive and challenging Executive Coach and Programme Leader who has worked extensively with individuals and teams from organisations including British Telecom, BDO Stoy Hayward, KPMG, Gala Coral, The Woodland Trust, Neals Yard Remedies and Network Rail. Her areas of specialism include inspirational leadership, emotional intelligence, developing confidence, life-balance, managing change and personal impact and effectiveness. Over 20 years at BT as an IT manager, programme leader and internal coach where she led teams and change initiatives, Carolyn developed and managed customer satisfaction and coaching programmes.

Carolyn holds a CPCC professional coaching qualification from The Coaches Training Institute (CTI), one of a select group of coach training schools in the UK that is accredited with the International Coach Federation (ICF), the leading standards and accreditation body for coaches worldwide. She is an ICF credentialed coach (Associate Certified Coach), a licensed career coach and has earned her accreditation in Emotional Intelligence. Carolyn is a graduate of CTI's 10-month San Francisco-based Co-Active™ Leadership Programme. Carolyn gets to the core of things to enable change that is heartfelt, sustainable and meaningful yet very business driven. She relishes helping women leaders demonstrate their potential, recognise their brilliance and believe that anything is possible.

Tony Barton

Tony is a highly experienced and sought after international coach and trainer. He is a front of room leader for the prestigious Coaches Training Institute and is also one of just 14 external coaches worldwide, to work for the Siemens Leadership Excellence programme training senior management in Leadership skills. As well as being a qualified coach, one of only 74 coaches in the UK qualified by the International Coach Federation to PCC level (Professional Credentialed Coach), he is also a qualified Team Coach (Team Diagnostics) and an authorized Myers Briggs (MBTI) assessor. His 20 years corporate experience, many of them at board level, means that he speaks their language and establishes an easy rapport with all management levels. The feedback he receives is that he is someone who people can trust, someone who is grounded and creates safety for participants to experiment and go beyond their comfort zones and someone who has a great sense of humour, which creates a fun learning environment.



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As an 'Aspire' man operating in a business that is dedicated to the empowerment of women in the corporate world, he is confident in putting the case for more enlightened leadership. For him, this means educating leaders to embrace the strengths of both male and female energies and wisdom. Authentic Leadership is a must in his book.

Pam MacIntyre

Pam is a highly experienced workshop leader and executive coach who works with clients internationally. Clients describe her style as intelligent, warm, direct and humorous. They say they appreciate her ability to help them hold their shortcomings lightly and build massively on their strengths. Her particular specialism is in helping leaders to improve their ability to vision and to think strategically, to develop a wider, more effective range of leadership styles, to increase their network, profile and influence, and to optimise their impact culturally. At the same time, she supports her clients from organisations such as Orange FT, Scottish Enterprise, John Laing Plc, Leo Burnett, Euro RSCG, Publicis, Lowe Worldwide and many more in optimising their energy in a sustainable way, leading to a more successful work-life balance.

Pam holds an advanced professional coaching qualification awarded by The Coaches Training Institute (CTI), one of a select group of coach training schools in the UK that is accredited by the International Coach Federation, the leading standards and accreditation body for coaching worldwide. She has a BA (Hons) Communications with further studies in Psychology, Ithaca College, New York, USA. She is also a member of the International Coach Federation. An entrepreneur and business owner of two successful businesses. Pam has 17 years media promotion experience in the creative business world working with companies such as Sony, Virgin, Polygram, Universal, MTV and Warner Brothers.

Georgina Woudstra

Georgina is a very experienced board level executive coach, with more than 15 years track record of working with senior business leaders across a wide range of industries and sectors. Prior to joining the Aspire team, Georgina founded and grew several diverse businesses spanning clothing design, accounting, engineering, transport, and change management consultancy. She brings her passion for entrepreneurialism and strategic/commercial acumen to her coaching, built on a foundational belief that courage and authenticity are crucial for leadership success.

Her expertise is coaching internationally at board level, where she has a rare depth of knowledge, insight and capability. From firsthand experience as an enterprise leader herself, she richly understands the context of CEOs, Managing Directors and the challenges of leading both a business and the executive team – 'leading a team of leaders!' Georgina's work ranges from one-to-one coaching with CEOs and senior executives; to facilitating strategic off-sites; to coaching the top team 'as a team'. Her approach brings together a unique combination of strategy, pragmatism and depth of understanding about human drivers and behaviour.

Trevor Cousins

Trevor is a Certified Professional Co-active Coach (CPCC), a licensed career coach and a licensed facilitator for the Myers Briggs Type Indicator. His areas of specialism include leadership, career development, authenticity and Myers Briggs Type Indicator facilitation. Trevor is warm, supportive, calming, intuitive, genuine, inspiring, motivating, practical, caring and friendly.

Prior to joining Aspire, his background includes 13 years client and agency-side marketing roles, membership marketing at The Institute of Directors, senior account direction positions in marketing agencies specialising in "blue chip charity" fundraising and communications campaigns. His clients included RNLI, Christian Aid, British Red Cross, RSPB, National Art Collections Fund, Tearfund, Greenpeace, PDSA, University of Cambridge.

Lindsay Wittenberg

Lindsay Wittenberg is a seasoned executive coach. Warm and open, supportive and challenging, she establishes a deep connection and enduring relationships with her clients. Benefits she facilitates relate to depth of self-awareness and self-understanding – and hence clarity, focus, confidence and increased energy



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and effectiveness, leading to bottom-line impact, improved efficiencies, and often staff retention. She has delivered executive coaching and career coaching to British, South American, Asian, Middle Eastern and European clients in a wide range of sectors including publishing, law, accountancy, investment banking, high street banking, new technology, retail, telecommunications, energy distribution, charities, local government, regional government, and pharmaceuticals.

Lindsay's career began in HR with Marks and Spencer. It evolved into career counselling, founding and leadership of a human rights pressure group, and the establishment of a European business development consultancy. She was a Director of an executive talent management consultancy, facilitating executives to make, and implement, career decisions. She holds a degree in Linguistic Science, the Advanced Diploma in Professional Coaching and Mentoring from the Oxford School of Coaching and Mentoring, and the Certificate in the Psychology of Coaching from the Academy of Executive Coaching. She is a licensed Career Coach, a Certified Member of the Institute of Business Consulting, a member of the European Mentoring and Coaching Council, the Association for Coaching, and the International Association of Coaches, a Fellow of the Royal Society of Arts, and a Trustee of a national film festival on a voluntary basis.

Pamela Kingsland

Pamela is a highly experienced coach and qualified business psychologist, the author of articles on coaching and career guidance for leading publications including The Times and is a former guest speaker on LBC. She was a corporate lending banker in the City of London for 12 years at executive level reporting to board, before retraining in 1996 for a second career as an executive coach. She has also been a non-executive director on the board of a large public sector body, a business psychologist and a small business owner.

Pamela's area of specialism is transitioning to senior leadership positions - from 'Expert' role and behaviours to 'Leadership' skills including developing personal visions, maximizing the performance of self and others, delegation, communication skills and confidence-building. She is also experienced in coaching at CEO and board level. Pamela has certifications in cognitive behavioural coaching, performance coaching, psychological coaching, Q-OPD executive coach training and is an Association for Coaching Accredited coach and NLP Practitioner. Her style is collaborative yet challenging and powerful and she is a source of valuable insights and lasting behavioural and attitudinal changes.

Anna Barez Brown

Anna is known for her challenging, inspiring and straightforward coaching approach. Her specialism is increasing performance of self and others, leadership styles and situational leadership, clarity about the future by creating a vision/mission and finding your values, emotional intelligence by increasing self-awareness, developing confidence, work/life balance, managing change. Her style is direct, creative, fun, empathetic, inspiring, supportive yet challenging and she quickly gets to the core of things to enable change that is sustainable and meaningful.

Anna is a Professional Co-Active™ Coach and programme leader from Coaches Training Institute CTI and a Master-Practitioner in Neuro-Linguistic Programming. She holds a BA (Hons) in Business Studies and is a Voices 360 Trained Feedback Facilitator. Prior to joining Aspire, Anna's career spanned business-to-business Sales and Media, working in a variety of management and director level roles. She has delivered numerous leadership and management development workshops in Europe and North America and works with organisations, teams and individuals with widely differing business and cultural contexts, working at all levels to improve the quality of leadership, business performance and communication. She is a native German speaker.

Yasmin El-Dabi

Yasmin is an experienced and highly skilled executive coach and facilitator. Her areas of specialism include working with women who want to tap into their true potential and uncover new territory for themselves and their organisations. Yasmin has a consultancy background, spanning teambuilding, idea generation and



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development, strategic visioning, cultural change programmes, qualitative and quantitative diagnostics as well as work-life balance programmes. She has worked across a wide selection of industries, including British Airways, Tesco, Heinz, Shell, Royal Bank of Scotland, Royal Sun Alliance, NESTA (National Endowment for Science, Technology and Arts) and many more. She is a member of the International Coach Federation and has a Degree in Translation, the main subject of which was Economics, Germany. Yasmin is also fluent in German.

Global Capability

Aspire also has an international team of coaches working in Australia, Belgium, Germany, Hong Kong, Singapore, Switzerland and the USA. Aspire coaches also have extensive experience of working in the Middle East.

Aspire's trusted track-record

Aspire, established in 2000 by Samantha Collins (voted one of the **Top Ten coaches in the UK** by The Independent, and recognised earlier this year by **Her Majesty The Queen** as one of the **UK's Top 200 Women to Impact Business & Industry**), has worked with over 3,500 senior women across organisations and industries and is **the only Coaching & Leadership Development company in the UK to specialise in working with women leaders**. Each year Aspire conducts its Survey of Executive Women (this year featured in the Financial Times), and the cutting-edge knowledge gained informs our coaching approach and model.

Be in good company

We have a highly experienced coaching team who have conducted coaching programmes with female CEO's, directors and executives from organisations such as The Walt Disney Company, The Citizens Advice Bureau, BDO Stoy Hayward, PA Consulting, The NHS, British Telecom, Lloyds TSB, The Commission for Racial Equality, and South Bank University over the past 6 years. All coaches are accredited with The International Coach Federation and are at the top of their game.

Gain Lasting Results

- Specific goal driven coaching focused on your issues, challenges and business needs.
- Tailored one to one ideas, sounding board and practical suggestions.
- Benefit from Aspire's models, tools and thinking that will create **real and tangible benefit** for yourself and your organisation.
- Measurements in place and a clear action plan that you will implement in between coaching sessions to make sure what you want to happen, **happens**.

"Aspire's programmes support me to do exceptionally well across the board, in and out of work" - Yvonne Ike, Vice President, JP Morgan



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About Aspire

Established in 2000 by Dr Samantha Collins, named one of the **Top Ten Coaches in the UK** by *The Independent on Sunday* and recognised in 2007 by Her Majesty The Queen as one of the **UK's Top 200 Women to Impact Business & Industry**.

For more than nine years, Aspire's focus on female leadership development with coaching at the centre has won us accolades from our clients, recognition from the press and awards within our profession. We work with organisations as diverse as BDO Stoy Hayward, The Walt Disney Company, The Citizens Advice Bureau, PA Consulting, The NHS, British Telecom, Lloyds TSB, Kroll Risk Consulting and South Bank University.

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