

Executive Coaching

Facilitating personal and organisational transformation

Amago is the new identity of the Executive Coaching business launched by Peter Shotton in 1998. The organisation offers Executive Coaching (and Facilitation) to individuals and teams within organisations that is designed to create lasting and sustainable change. Hence the strap line - *Facilitating personal and organisational transformation*. Our target clients are Corporate Explorers – those senior executives who are open to exploring their limits.

Coaching is not teaching but rather the facilitation of learning. Amago coaches facilitate executives' learning about themselves, their values, beliefs, strengths and vulnerabilities, and what it is that gets in the way of their development. We support the executives' exploration and commitment to future action, and putting that action into practice.

The Amago Approach to Executive Coaching

Nothing happens without personal transformation W.Edwards Deming

At Amago we understand that challenges experienced by an individual can only be resolved at the level beneath that at which they manifest. For this reason our approach focuses on in-depth personal awareness and transformation.

Like the fish that lives in water we tend to take our conversations for granted

The success of organisations is closely linked to the quality of conversations both among its employees and externally. We raise awareness of the power of language in all our coaching programmes, both individual and team.

Why our clients invest in coaching

In so many ways our world is speeding up, business is global, communication is faster, markets are more competitive, there seem to be more things to do, more choices to make, and less time in which to do them. Many executives cannot work any harder. At Amago we believe a new approach is required and so we help executives to achieve new levels of performance by encouraging them to observe themselves and the world in a different way.

In particular our work with clients brings about:

- clearer focus and ability to prioritise
- greater flexibility and adaptability to change
- clearer and more powerful communication
- improved relationships
- better co-ordination of action
- more powerful leadership
- self-awareness leading to self-management
- greater presence & influence
- enhanced creativity and innovation
- greater clarity of role and enhanced contribution

Coaching Programmes

Coaching is not a mechanistic process but is a flexible activity that offers a totally client-centred approach, providing each executive with the support he or she requires. We work closely with the corporate sponsor and executive during the contracting phase to understand the organisation and the requirement. The following are commonly used programmes:

Individual Executive Coaching Programmes generally run for a minimum of 6 months. Timescale depends upon many factors including the outcomes required, the executive's openness to exploration and change, frequency of meetings, depth of approach, etc.

Ongoing Executive Coaching Programmes To compete effectively in current business conditions executives must continually review and reflect on their performance. Particularly suitable for maintaining momentum in development following a more intensive programme.

Leadership Coaching Programmes generally run for a minimum of 12 months. Designed to help executives develop their approach to the complex role of leadership.

Team-Based Coaching Programmes are designed to address each team's needs. Individual coaching is integrated with the team programme to maximise the impact of the learning.

Facilitation Programmes. Facilitation of group interactions e.g. senior management meetings, board meetings, strategy development, think tanks, brain-storming meetings etc. Group members learn to manage their interactions more skilfully thereby regenerating group thinking and performance.

Who Benefits from Coaching

Anyone who welcomes challenge and the opportunity to develop themselves will benefit from coaching.

Chief Executives - where a confidential sounding board is required to discuss strategy, goals, concerns, problematic relationships or performance issues. Speaking to an independent person frequently clarifies and develops thoughts and ideas.

Leading Change - the constant need for organisations to change and update requires leaders to go through personal transition ahead of their people. Coaching provides the environment in which leaders can explore, articulate their concerns, and be supported as they step out in a new way.

Rising Stars - coaching prepares those identified for senior roles through exploration of the broader issues of leadership. Being an effective leader is a complex, people-centred role. Managing yourself and interactions with others is at the heart of it.

New Appointees - the first months can be very challenging for those new to a role or company culture. Coaching provides opportunities to benchmark and reflect on performance. Especially pertinent for first director or leadership positions.

Functional Specialists - may benefit from support in meeting the wider aspects of their first general management role.

Teams - few teams work well without conscious attention and input and yet the effectiveness of team working is critical to business success. Awareness of the challenges and considering appropriate solutions usually requires facilitation.

Cultural Integration - increasingly, leaders of business migrate across cultural divides. Coaching helps to raise awareness to the challenge and defuse potentially damaging 'mistakes'.

Stress - coaching helps executives surface the stress factors and adopt fresh ways of viewing the challenges they face.

“The value I have been able to deliver to my organisation is many times the cost of the coaching programme”

HR Executive, Global Corporation

