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Executive Coaching

Executive coaching can help you achieve success. We all like to be successful. It's a simple fact of life. No matter who we are, no matter what we do, no matter what age we are, we all want to succeed. In sport, in our careers and in life in general, we are all looking to enjoy the sweet taste of success.

Coaching for Success will help you clearly define what you want to achieve and to develop a practical 'gameplan' to achieve it.

For some of us, in certain fields, success appears to come naturally and easily but for most of us, success is something that we have to work at. That's precisely how we can help because at Coaching for Success we help people to help themselves to success.

If you stop to think about it, it can be no surprise that the most successful sportsmen and sportswomen have clear goals and well thought through gameplans - arrived at with coaching to help them to define precisely what their goals are and to ensure that they do exactly what it takes to succeed.

Quite simply, they are winners because they have been coached for success.

Whether you are looking to achieve something in your business life (with executive coaching, business coaching, sales coaching, teamwork coaching or management coaching) or in your personal life (with life coaching or relationship coaching), the focus will always be on you as an individual.

Our Approach

In our approach to executive coaching we recognise that everyone has their own different set of needs, pressures, ambitions, skills and budgets. That's why we will work closely with you on a completely confidential one to one basis to develop an individually tailored success plan built around your own set of clearly defined goals. Having helped you to identify your goals and what you are looking to achieve, we will then work with you on developing your own personal 'gameplan' to ensure that you will be successful.

We have been coaching since 1996 and are founding members of the UK International Coaching Federation; the European Mentoring & Coaching Council and the British Psychological Society Special Group in Coaching Psychology. Since we began we have seen a huge increase in the number of people and organisations using the term 'coaching'.



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Think of a sporting 'hero' and the way they use a coach to get the best from themselves. That's the kind of working relationship we build with our clients.

Trainers: we don't have a pre-set agenda of information we think you need to learn. We believe you have probably already learned everything you need to succeed, even though you may not realise this yet!

Consultants or advisors: we have more faith in you than to ever tell you what we think you 'should' do! You are the expert in your situation and aspirations, our job is to help you realise your own answers.

Therapists/counsellors: when a client walks through the door a therapist/counsellor wonders what the problem is; when our clients walk through our door we wonder what they would like to succeed at. Your coach will not be searching for 'an issue' you have but will be focusing on what your goals are and how you would like to perform to achieve them.

Gurus: when we work with you the spotlight is on you and not the coach.

In short, we do not have a rigid programme or process to put clients through. Instead your coach will use their skill to stimulate your thinking and keep you focused on your agenda for the sessions to achieve your goals.



Mike Duckett

Mike has a degree in psychology and is a member of the Occupational Psychology division, the Sports Psychology division & the Coaching Psychology Special Group of the British Psychological Society. He holds a diploma in Hypnotherapy & Cognitive therapy and is a certified NLP Coach. Furthermore he has over 23 years sales and marketing experience at senior management level, which means that he is quick to empathise with career pressures and aspirations while having the expertise to stimulate individuals to break through their own 'glass ceilings'. Mike has clients ranging from Chairmen & C.E.O.s through board directors to key operational staff within organisations from a broad cross section of industry sectors in Europe, South Africa and the US.

Brief Career History

SMITHKLINE BEECHAM

Director Commercial Development: Responsible for developing commercial strategy to integrate newly acquired Health Maintenance Organisation in U.S.

Director Marketing Services: Responsible for delivering all aspects of campaign development, professional communications and sales training

Commercial Development Manager: Responsible for development of Key Account strategy

ABBOTT LABORATORIES LTD.

Group Business Development Manager: Responsible for marketing of consumer (OTC) and cardiovascular/urological products

National Sales Manager: Responsible for 60 representatives and 9 Regional Managers.

Regional Business Manager: Responsible for 8 representatives in South West England and Wales.

SMITH KLINE & FRENCH

Teaching Hospital and Specialist Representative

PSYCHOTHERAPIST

Focusing on stress management, affective disorders, phobias, negative habit patterns



Mike Duckett (Continued)

His coaching approach is based on a fundamental belief about clients that they already have the resources they need to achieve success. The role of coach then is to stimulate and challenge clients to unlock their successful beliefs, skills and behaviour patterns.

A Sample of Executive Coaching Assignments:

Pharmaceutical

- Coaching market analyst in changed thinking styles to allow better communication of highly complex information to marketing teams and senior management.
- Coaching MD to develop and communicate clear vision and goals
- Coaching sales & marketing director to maintain performance while re-gaining work/life balance

Oil Exploration

- Coaching Exploration Director to develop leadership style and repair working relationships
- Raising awareness of interpersonal style of Project Director starting with 360° feedback and setting behavioural goals from there
- Developing effective coping strategy for HR Dir to maintain performance whilst bridging two geographic roles
- Working with newly promoted MD of business unit to develop inspirational and influential leadership style

Construction

- Coaching Managing Director to become more effective leader
- Coaching cross-functional teams in shift from blame culture towards taking full responsibility for customer outcomes
- Coaching Managing Director to develop an 'inspirational' leadership style

Media/Entertainment

- Coaching TV presenter in re-gaining work/life balance while expanding repertoire
- Coaching 3-star Michelin chef to perform on TV/Radio/international conferences



Mike Duckett (Continued)

Professional qualifications and associations:

- Psychology Honours degree
- Certified NLP Coach (ITS)
- ANLP Accredited Master Practitioner Coach
- International NLP Trainers Association Master Practitioner
- Member British Psychological Society, Occupational Division, Sports Division & Coaching Psychology Special Group
- Grad M Society for Coaching Psychology
- International Coach Federation UK - founder member
- European Mentoring & Coaching Council founder member
- Diploma (distinction) Ericksonian Hypnotherapy, Cognitive Therapy and NLP



A Sample of Projects

From Managing to Leading

Success in moving from managing tasks to leading their people is exactly what several clients in senior management roles are achieving. This involves building real self confidence and developing a personal vision of success - their own and the team's. For example J.T. has now been promoted to country manager having proved he could inspire his staff.

Setting Meaningful Goals

Developing goals that really mean something and are therefore intrinsically motivating requires a thorough re-evaluation of personal values. Human Resources Director, B.T. is at this stage, where she is finding it easier to prioritise and set goals now that she understands what is most important to her in terms of her core values.

Developing A Successful Frame Of Mind

British Ladies Champion rally driver and TV presenter, Penny Mallory (with permission), is facing a huge challenge as she develops a completely new commercial venture, the start up of 't-total' - a tea retailing business. Her main focus now is on strengthening the belief that she can succeed and knowing what frame of mind (thought patterns, reactions and behaviours) she needs to access at which stages of the business' development.

Thinking Skills

Processing complex information and analysing trends are skills H.B. demonstrates regularly as a senior market analyst. The difficult step is then to present this data succinctly and with impact to non-technical colleagues. Treating thought processes like any other skill, he is developing and practising new ways of thinking about the meaning of the data in order to practice behaviours which are improving his value to the whole team.

Performing in a Negative Climate

Managing their own reactions to apparently male dominated environments is the challenge facing both B.W. (HR Manager) and C.D. (Sales & Marketing Manager). Although working in very different industry sectors, both now feel they have more control not over others, but over their own reactions to others. This is giving them greater flexibility of behaviour and reducing the stress of managing a career.



What clients say

"Thanks for sending this [Psychometric] across - it's a really useful piece of work and thank you for taking me through it. Just to let you know - I met up with a director of [xxxx] today ... and we had a coffee. They are keen to talk again but I was frank about where I am and the work you and I are doing..."

Anyhow, what we're doing now is good and very helpful and I want to let you know that I'm getting a lot from it."

D.M.

Project Director (FM)

"I have found our work to explore my metaphoric sweet shop really helpful on a number of levels. At first it helped me regain my creativity and now that creativity has itself fed back into using metaphor to enhancing our customers' dining experience. "

Heston Blumenthal

O.B.E.

"Team leadership, problem solving and communication skills are paramount in any kitchen and the coaching has helped that. The difference my personal coach [Mike] has made to me is in being able to set clear goals; in developing my own management style and in dealing with day to day problems in a way that that causes less stress and makes life easier. I find it easier to make clear decisions [and] get better results."

Any one of us could benefit from working with a coach if you want to develop yourself."

Ashley Palmer-Watts

Group Executive Head Chef

"The coaching sessions I have received have enabled me to make an impact on people. They have increased my confidence and self-belief enabling me to make a positive impact on people in everything that I do. On reflection the sessions have enabled me to understand the impact I make and how that impact can be improved. It is a process that I now do as part of my day-to-day work life with out even having to think about it. The sessions most importantly have enabled me to be the real me in the workplace. "

J. C.

Product Manager; Pharmaceutical Corporation

"Overall progress has been made due to a decline in stress, knowing that help is at hand and secondly a feeling that through the Needs and Values analysis together with a start on the Autobiography, almost subconsciously the seeds to develop a life plan or at least find out what I want to do have been sown. Bringing this to fruition must be the next objective "

C.B.

C.E.O., International trading organisation

"Mike uses an exploratory approach, establishing personal priorities and values using a range of structured approaches. He is excellent at listening and challenging; good at explaining behaviour and suggesting strategies. He achieves all this with a style that is supportive and friendly. I enjoyed our sessions and look back on them as something that I am really glad that I decided to explore and that I was so fortunate with my choice of coach."

W.G.

Technical Director; Innovation & design organisation