



Welcome

With the clocks springing forward it is time for our first newsletter of 2009. Just as the season changes we have also chosen a new format for our newsletters. We are very excited to be writing a book on 'being a coachee', we hope some of you will be keen to contribute to our research. This season you will also find out about our price promise and how intend to work with clients going forward to 2011. Finally we will hear from Natasha Millard one of our trusted associates about her experiences in training managers as coaches.

'Being a coachee' - book research

by Stuart Haden

In 2009/10 I am conducting research for a book that is scheduled to be published in 2011. Broadly speaking the research aims to understand the skills required to be an effective coachee. We invest in the development of coaches; however, this is only half of the equation. The skills, understanding and commitment of coachees are also vital for success. I believe there is a need to explore this important area further.

I aim to conduct 3 different research methods which I am inviting HR professionals to be a part of. I am happy to acknowledge the organisations, indeed I hope some organisations will agree to a full case study write up. Research method 1 can be easily achieved. Methods 2 and 3 involve me working with organisations that are intent on developing their coaches and coachees. I believe this is a vital aspect of the research, enabling this new subject area to be explored in depth. In return for research groups I am committed to offering considerable discounts on our already capped daily rates of £1000 per day.

Research method 1 - semi structured interviews with HR professionals. These 1 hour face to face sessions will explore which skills are critical for coachees to demonstrate. Observations may be based on knowledge of coaching, being coached and coaching programmes.

Research method 2 - observing managers during their coach training. This method is vital for gathering a 'coach's eye view' on the critical skills for coachees to demonstrate. Whilst the context of the research will be openly shared with participants no extra time commitment will be required.

Research method 3 - observing coachees during their coachee training. In our experience this aspect of development is not widely practiced and therefore would break new ground in the industry. It is also therefore the most important of the 3 research methods. Programme content will be informed by research to date.

If you are interested in contributing to my research then I would love to hear from you, please email me at stuart@stormbeach.co.uk

Price promise 2009

In order to be successful in this tough economic climate we believe it is vital that suppliers and clients work closely together. This is why in April 2009 are introducing 3 price promises. We hope that this represents value for money and an opportunity to develop long lasting relationships...

Daily rates - all our daily rates have been capped at £1,000 per day, representing a 33% reduction

Once we have agreed the nature of the work then we are happy to discuss a further discount. High volume and planned dates can aid us in this process.

Design work - free design day for every 5 days of delivery booked

We can achieve this promise by conducting much of the design work from our office and outside the usual 9-5 hours. Thus giving you better value for money.

We will honour any price agreements made until 2011

We believe that if we work together during these times then we all deserve to continue working as we have done until 2011. No reviews of price - guaranteed.

Less is more...

by Natasha Millard



I am always fascinated that after years of training managers as coaches we as facilitators still discover new approaches. I was working with Stuart on a four day programme and on the last day we were really looking forward to stretching the group with new material. However, we realised that less is more. What the group actually needed was more time to practice, reflect and discuss.

It wasn't that the group were struggling with the concepts of coaching; instead I think it was the opposite. They were so committed they wanted to explore subjects with more depth. Fortunately we resisted the temptation to roll out the new material. This was also a reminder that two facilitators are better than one. It needed both of us to make these observations and both of us to construct a new approach to our final day. Obvious as it may seem I've learnt that towards the end of longer programmes there might be more of need to revisit existing concepts versus breaking new ground.