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Winter Newsletter

Welcome

Welcome to our last newsletter of the year. Our focus this season is on the roll out of a competency framework training session to over 600 managers nationwide. We also explore how we can use the landscape to aid workshop delivery; there will be no surprises to find that we've used the example of a beach. Finally we recommend *A Way of Being* by the father of client-centered therapy Carl R Rogers.

Projects – competency framework roll out

Applying our team development expertise we have been particularly delighted to support one of our clients in the roll out of their new competency framework. In our opinion the framework is one of the best we have seen. If there is 'a framework of the year award' then this should be nominated! We are particularly encouraged by the amount of design time that has been invested. Concluding in a framework that is

aims of the framework particularly so that they can translate this to their teams.

Practical application of the framework - our focus is on making the tool accessible; we devote 50% of our time to developing real Personal Development Plans (PDP). Thus managers come away having already developed at least a third of their PDP and understanding how they might apply the guide to their

excellently researched and accepted by managers within the organisation. The workshop for managers begins to address the behavioural



teams during the forthcoming performance reviews. We leave the managers with the analogy that the framework is merely a map. It is up to each manager to

development focus in this relatively technical culture. The short, punchy and very experiential session works on two levels:

Why have we developed the framework - it is important for the managers to understand the strategic

interpret the environment, apply judgement and agree the most appropriate ways forward with their teams. Our task for 2009 is to roll this session out to a further 1500 heads of department!

Emerging tools - the landscape

Whilst we all recognise that it is important to work in an environment that is conducive to learning, even more impact can be made if we get out and about into the local landscape. This example comes from a group of managers who were being trained as coaches on a beautiful October's day in Falmouth. We utilised the landscape in two subtly different ways...

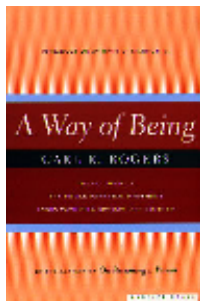


Facilitator led - we left the comforts of our hotel and worked on the beach for a majority of the facilitator led sessions. We used the sand, pebbles and seaweed etc to map out the particular input sessions. You'll notice the GROW model in the above photo. This is a great way to create new experiences, achieve a truly experiential session and focus the group on one concept. We also allowed time for self reflection and walking. Encouraging the group to use the landscape as stimulus. For example, posing the question - how does this landscape relate to the challenges you face as a coach?

Group led - having set the agenda for using the landscape the next step was to empower the group to utilise the environment themselves. Be prepared for group creativity. Never before have we applied coaching models using analogies of shrimps, dolphins and whales!!

Having achieved such fantastic results our challenge for the future is to use the landscape in both big and small ways, and in every piece of work that we deliver. Rivers, forests, cities and mountains here we come...

Resources – A Way of Being: Carl Rogers



Rogers openly share his experiences in communication with some wonderful examples. He considers a person centred approach in various contexts such as building communities. We like this book because it sums up what we want to achieve here at Storm Beach, particularly in relation to our coaching and authentic leadership work. *“I find it very satisfying when I can be real, when I can be close to whatever it is that is going on within me.”*

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