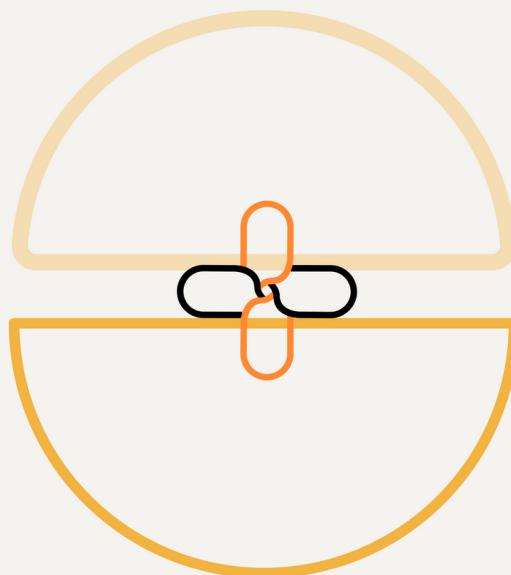


# Client Guide 'Credibility Plus' Services



Credibility Coaching Plus

Enabling managers to thrive in a world of continual change

# Introduction



Hi, I am Jeanette James, founder of Credibility Coaching Plus. I believe anyone can improve their performance by being authentic, motivated and trustworthy and, over time, gain a strong reputation for generating credibility and inspiring others.

This guide gives a flavour of our most popular 'Credibility Plus' services that will bring about the changes you are looking for, through our tailored development programmes for leadership development, managing change, coaching for performance and enhancing workplace resilience.

I would welcome the opportunity to find out more about your requirements and discuss the right solutions for you, so please contact me today and let's get going!

Regards,

*Jeanette James*

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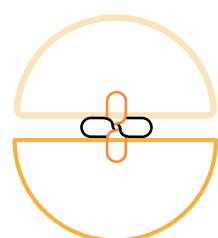
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P2

Credibility Coaching Plus

# The benefits of 'Credibility Plus' programmes

Develop trust and lead the way



We can help your managers to:

- Develop key leadership behaviours
- Lead and manage change
- Coach for better individual and team performance
- Enhance wellbeing and workplace resilience

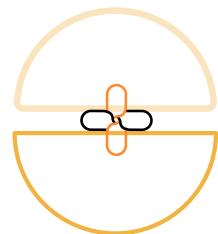
Have you noticed how 'traditional' courses can have limited impact on organisational policy and culture aspirations? A huge amount of time, money and effort is spent each year on training, but results can be short-lived.

Our progressive development programmes are different. They are designed to turn your goals and promises into sustainable, credible management practice.

A few examples can be found on the following pages and all can be tailored to the needs of either experienced or aspiring managers, who complete self-assessment, group workshops, action learning sets and one-to-one coaching. Taking this type of multi-faceted approach is up to four times more effective in improving performance (Olivero et al) and according to the Chartered Institute of Personnel and Development, provides a positive and productive learning experience for participants.

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# Leadership development programmes

## Inspire and orchestrate success

Leadership is a way of being and doing - not a job title. For organisations to thrive, leadership needs to be demonstrated in diverse ways by many, rather than the few. Our leadership programmes target your organisational needs' and are tailored for either experienced or aspiring managers.



### CASE STUDY 1: Aspiring leadership programme for Women

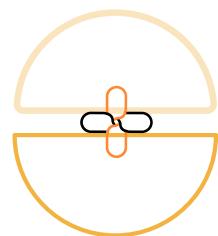
Targeting under-representation of women and minority ethnic groups in management positions, we worked in partnership with staff networks to design an aspiring leader programme specifically for women, focusing upon aspects of motivation, self-confidence, influence, communication, collaboration and networking.

71 women completed the programme in 2018-19 and 54% went on to achieve interim or permanent career progression with their employer. The organisation won the 'Public Sector Overall Winner' category at the Employers Network for Equality & Inclusion's (ENEI) annual awards, in recognition of the efforts made to promote and value diversity in the workplace.

**Client feedback:** 'I want to thank you for your great inspiration, leadership and humour that you have given to me and all who have been on the Women's leadership programme. I have emerged a new a new creation'.

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# Leading and managing change programmes

Helping your organisation thrive  
in a world of continual change



Leading change is demanding and can be done well or not so well. Research shows that high levels of credibility are needed to deliver the enabling conditions in which significant change can thrive\* and our change programmes are tailored to teams or peer groups; either focusing upon **strategic leadership** to create vision, build trusting alliances and generate engagement, or tailored to **operational management challenges**, enabling managers to re-define their services, generate engagement and remove barriers as they navigate their way through the next transformational change.

## CASE STUDY 2: Programme to support integrated locality working pilot in North Croydon.

In 2019, a newly-formed leadership team consisting of 8 service leads, were tasked with piloting a new, integrated operating model in the borough to drive forward preventative and integrated service responses to meet the needs of local residents.

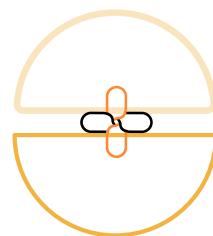
Referencing Kotter's 'Accelerate Change Model' (2014) and Tuckman's Model of Team Formation, a programme was designed to develop trust and collaboration, enabling the team to form a strategic vision and remove historic, operational barriers to set up new, joint initiatives. The pilot met its objectives, introduced a new performance framework and the council transitioned to a borough-wide, locality-based operating system, modelled on the pilot.

**Client feedback:** 'Once again, thank you so much for your facilitation. It is extremely helpful, and I am benefitting from being an active participant, rather than the lead.' (Pilot Programme Manager)

\*'Landing transformational change: Closing the gap between theory and practice', CIPD (2015)

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# Coaching for performance programmes

## Enabling cultural change

This practical, 'manager as coach' programme examines different aspects of coaching as part of an ongoing relationship between a manager and their team, developing a range of behaviours that influence their own performance and the performance of others. Through a range of learning activities and peer coaching, managers develop skills that can help clarify goals and expectations, influence motivation and commitment, provide constructive feedback and optimise potential within the team through value of diversity and inclusion.



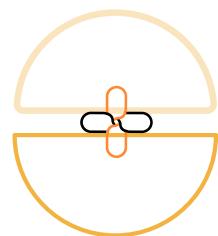
### CASE STUDY 3: Online coaching programme for experienced managers

Due to the consequences of the COVID Pandemic, a 2-day, in-person programme was successfully redesigned in 2020 to 4 x online workshops and interim activities, covering coaching skills to motivate others, develop staff, delegate effectively, provide feedback and improve team performance. Throughout the programme managers participated in online 'Manager Exchange' forums, developing their reflective capabilities and communication skills.

**Client feedback:** 'A superb and challenging programme - It has enabled me to change the way I manage and improved my relationship with my team.'

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# Enhancing workplace resilience

## Sustaining health, wellbeing & performance



We can all do things to manage our own resilience and wellbeing, but what can we do to enhance workplace resilience? This programme helps managers distinguish workplace stress from other sources of stress, proactively manage factors that may influence team and service resilience and consider sources of support for all, whilst providing peer support through facilitated workplace wellbeing 'CHAT' groups.

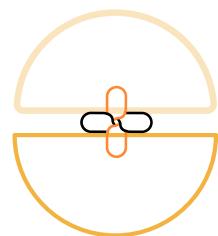
### CASE STUDY 4: 'Preventing workplace stress and supporting staff wellbeing programme' for line managers

To enable managers to sensitively engage with staff about mental health awareness and promote avenues of support available, a 'Team Talk Toolkit' was developed and briefing workshops conducted. During Covid-19 lockdown constraints, workshops continued online, along with peer 'exchange groups' to promote connection, reflection and support their own wellbeing.

**Client feedback:** 'The facilitator delivered the workshop sessions to a high and impressive standard, explaining the purpose for setting up the Exchange Groups and the personal benefits to us during the uncertain times of the pandemic..'

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# Our coaching services

## Setting you up for success

Coaching is an essential developmental option that complements many other valid methods of learning and development, such as on-the-job training, skills and leadership development courses, job rotation, secondment, shadowing and mentoring schemes.

### Individual coaching programmes

We can help you identify and work on your unique development priorities, ie:

- Live your values, improve motivation and confidence
- Develop emotional intelligence and assertiveness
- Support conflict resolution or performance issues
- Inspire and orchestrate success through others
- Develop change leadership behaviours
- Enable wellbeing and resilience
- Provide career coaching



### Team coaching programmes

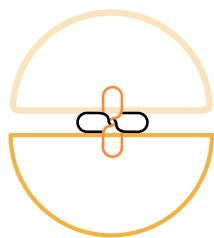
We can help your team identify and work together on their development priorities, ie:



- Promote team development and identity
- Coach high performing, collaborative team behaviours
- Create unified vision and build trusting alliances
- Lead transformational change
- Prevent and manage workplace stress and support staff wellbeing and resilience

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Credibility Coaching Plus

# Example Programme Structures

We will always offer FREE, no obligation, initial consultation,  
tailor a programme to meet your needs'  
and be upfront about costs

## Individual Coaching Programmes

Example structure:

Coaching objectives meeting with client and line manager  
Series of 6 x 1.5 hr individual coaching sessions  
Personalised coaching journal, development audits and activities  
Programme impact review with client and line manager

## Team Coaching Programmes

Example structure:

Coaching objectives meeting with team and line manager  
Team performance audits and activities  
Series of 3 x 1-day team coaching events, designed with the team  
Follow up impact review with team and line manager

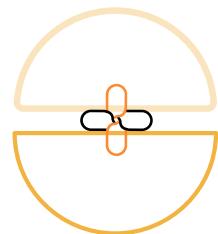
## 'Credibility Plus' Leadership Programmes

Example structure:

Maximum 8 people per programme  
Programme launch & development audit  
2 individual coaching sessions  
4 x 2.5hr workshops, programme workbook and monthly activities  
4 x action learning sets  
Follow up impact review

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