

Case Study 1, creating a community of internal coaches (2021)

– Self-managed, Purpose-Driven Tech (170 staff)



We were commissioned to design and deliver a **6-month** training programme for internal coaches to *build confidence, competence and consistency of approach* across the 14 person coaching team.

Through a blend of face to face and online sessions the group covered a broad syllabus covering all the ICF coaching competencies, and built a **connected, encouraging learning community** that celebrated individual growth and the diversity of coaching strengths within the group.

As a flat-structured, self-managing organisation a key need was to **build the skills and an ability to scaffold** more autonomous, self-directed working through identifying clear, motivating goals, clear success criteria, and explicit expectations around work-flow visibility, accountability and expectations for communication and feedback.

What participants said:

1. “Will really heard what we needed from our training and worked closely with us to understand and respond to our objectives. His programme of bitesize modules is a fantastic blend of expert theory with an intentional emphasis on real-world, feedback-based practice. As a consequence, I have seen the team's collective confidence and ability as coaches growing with every module, and a genuine team identity emerging. I wouldn't hesitate in recommending Will to any organisation that is seeking to embed a coaching culture.
2. “This incredible course was my first introduction to the world of coaching. I left this coaching experience an entirely different version of myself than when I went in. I've found that I am able to embrace my own personality to the benefit of my coaching style, apply these coaching life skills in a variety of settings, and have the confidence to continue my coaching journey into the future. If you want to learn and understand more about coaching then I 100% recommend taking this course.”
3. “Will created positive, challenging sessions week on week, he struck the right amount of theory vs practical learnings to take away. What became apparent is that my fellow trainees each had a unique style of coaching. Will encouraged me to observe these varied styles in 'coaching triads', and the differences observed allowed me to hone my craft even further, creating a natural space of free thought and experimentation amongst my training group. Highly recommend.

