

MartinGoodyerTheLifeCoach

## **'Group Coaching' for Behavioural Change**

*The modern effective alternative to traditional training, team building and facilitation*

Most organisational problems will be addressed or alleviated by more effective communication, an improvement in teamwork and positive changes in the attitude of employees.

Traditional training delivers both the reasons 'why' and the tools for 'how' to tackle these issues and can make *some* improvement, however rarely are those improvements radical or do they stand the test of time.

The 'Group Coaching' programme provides not only the 'why' and the 'how' but also engages each individual in the process of personal change. It combines the very best elements of training and teambuilding with the most effective coaching tools available using the **Diamond Method™** of behavioural change.

### **Here's how it works:**

You have identified a need for change in the way a team or group deal with certain issues and the results that are achieved. You know that something has to change and you are searching for a way to make it happen. Your first port of call might have been to look for an appropriate training course that might 'fix' the problem.

However, instead of trying to find a training course and match it to your needs, you notice this thing called 'Group Coaching'. You have heard of coaching before, but you're really not sure what this is all about.

So, you call us up and we tell you that it works like this:

### **Programme Content & Detail**

This is an intervention programme for business executives. It may be used in place of a regional meeting and / or team development session, or as part of the ongoing development of a senior management team.

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It is fundamentally different from any other programme in that each delegate becomes an individual 'client' of the coach. The coach is there to meet their needs and help them improve their life as a result of their participation.

***This is a 'behavioural-change' coaching programme for executives that achieves the following:***

- ❑ It stimulates immediate adjustments to behaviour – particularly regarding positive consistency & congruency
- ❑ It re-enforces positive messages regarding 'breaking-out' from behaviours that hold back progress
- ❑ It re-enforces an ethos of 'being bold' and making the 'right' decisions for customers
- ❑ It provides a platform for 'quick wins' – rapid action converted into noticeable results
- ❑ It narrows the gap between any history of 'internal focus' and a desired action oriented approach
- ❑ It provides executives with a solid base of confidence from which to build new and necessary behaviours to create improved business results
- ❑ It provides the momentum to drive forward the desired 'real' focus on customers (and front line business development)
- ❑ It reverses any potential to drift into 'blame culture'

***The programme delivers these results because:***

- ❑ It is delivered using the **Diamond Method™** of personal change methodology (grounded in behavioural science, delivered in practical steps)

- Participants are introduced to tools for understanding the key drivers of human behaviour (**Diamond Drivers™**)
- Participants re-evaluate existing behavioural parameters, and establish new ones (within the constraints determined by the company)
- The programme uniquely blends an individual 'therapeutic' approach with an intensive group inspirational/motivational session
- The programme includes a significant element of communication and team building activity
- The programme applies the concepts of **clarity**, **simplicity** and **reality** to the current situation and supports immediate resolving action

## A 5 Stage programme:

It should be noted that this is a stand-alone intervention programme.

To effect change and produce lasting results the programme must therefore be delivered in stages as follows:

**Stage 1** Elicit personal motivation strategies for each group member  
*One-to-one coaching session of one-hour duration*

Each member of the group (that you would have sent on the training) gets a one-to-one coaching session with Martin Goodyer.

These sessions are private and while all the information gathered is fed back to the group and the company in a consolidated form, no individual details will ever be made available. It is a genuine personal coaching opportunity for each staff member (in relation to the issue being addressed).

Each session combines the elicitation of feedback in respect of the issue being addressed by the group coaching and provides

an insight for the delegate on what to expect from the two-day group coaching session to follow.

The purpose of the session is to fully engage each delegate into the group coaching process and the outcomes are to generate enthusiasm for attending the group session and build rapport that ensures its success.

**Stage 2** Identification of 'real' barriers to changes of behaviour  
*Ten working days (or more) of personal journal keeping with specific reference to the taking of massive and intelligent action for positive business improvement*

**Stage 3** Methods and strategies to create lasting change with others  
*Intensive two-day residential coaching workshop of teaching and practising methods for creating lasting motivational change*

Attendance on a two-day intensive group coaching session: this is a residential programme that combines elements of training and workshop participation in a team-building environment. *There are a number of options in respect of the location choice for these sessions, the most popular being to take the group on an excursion to the island of Majorca or the adoption of a more basic regime in a farmhouse setting half way up a mountain in the Brecon Beacons.*

**Stage 4** Real life application of the workshop  
*Four weeks of journal keeping with specific reference to the application of methods and strategies learned and applied*

**Stage 5** Personal coaching to integrate experiences and learning into a life plan  
*One-to-one coaching sessions of one-hour duration*

## Outcomes:

While this is a coaching programme (and as such results will come from the activity of the delegates), the following can be assured:

- ❑ Noticeable changes in personal behaviours in respect of speed of action and response
- ❑ The achievement of higher levels of personal confidence – manifest by positive actions taken in the workplace
- ❑ On going improvements to business performance activity – many of which may be specified in advance of the programme as being outcome requirements
- ❑ Team development and cohesion in respect of the attaining of company driven goals and improvements in effective communication with other team members

## Group Coaching Workshop Tools & Techniques

The intensive workshop will include but not be limited to, the following:

The **Diamond Method™** of behavioural change

A detailed introduction to the proven seven step process to permanently changing human behaviour, and its application in the workplace to achieve the highest possible levels of personal motivation.

**Diamond Drivers™** of personal behaviour

A personal diagnosis of the fundamental driving forces in human behaviour, and the degree to which each is impacting the group in respect of motivational activity

Coaching for Business Success

The application of coaching methodology in the workplace to achieve improved employee interaction and enhanced results

Practical Application Exercises

A series of opportunities to implement the **Diamond Method™**, diagnose **Diamond Drivers™** and apply coaching methodology in the workplace – while in the safe and controlled environment of a workshop situation

## Summary

### **'True courage is knowing what to fear' - Socrates**

...and 'STRESS' is just an executive's word for fear:

*This programme addresses the single most impactful aspect of executive performance – that of overcoming personal 'fear' and facilitating key personnel to take intelligent and substantial personal actions with speed and alacrity.*

***Remove the fear and the barriers to action disappear with it.***

This is an exciting and dynamic programme that delivers results – just call us and we'll put you in touch with the some of our existing clients who will be happy to talk to you about how it has worked (and is working) for them.

## Still have some questions?

Maybe these FAQ's will help:

Q ***How many delegates can attend?***

A Most programmes have between 8 and 16 delegates. The programme has been run with as many as 40 delegates but obviously has to be tailored and managed to suit those larger numbers.

Q ***How much does it cost?***

A The minimum cost of the whole 5-stage programme is £6000 plus the individual cost of the programme workbooks (that are £12.50) per person. Costs are exclusive of VAT, venue charges and facilitator expenses.

Q ***My team have done lots of training and team building before – how will they respond?***

A A 'Group Coaching' programme is unique in that it provides a framework for change that can be applied in any aspect of live management. In other words, as well as addressing the particular work issues you have in mind, the experience also equips the delegates with tools to make positive improvements in other areas of their life.

- Q** *What kind of feedback do you get from delegates on the programme?*
- A** The short answer is that they love it! In the past five years, having run more than 100 group coaching sessions we have a track record of 100% overall positive feedback.
- Q** *What kind of results does 'Group Coaching' guarantee?*
- A** It guarantees that each individual will have a greater understanding and empathy with the issues than previously, it guarantees that each person will commit to some level of behavioural change to help address those issues and it guarantees an enhancement of the working relationship between the participants.
- Q** *At what level in the organisation is this aimed?*
- A** These programmes have been run with at board level, with the senior equity partners of a large UK organisation, with senior sales teams, finance teams, commercial teams, operational management teams and cross functional groups being brought together on special assignments.
- Q** *Can 'Group Coaching' lead to individual coaching?*
- A** Yes, it's a great way of introducing the true concept of coaching to a group who might otherwise be less than enthusiastic about the prospect. Our experience is that even the most rigid and entrenched individuals come out of these sessions with a new and more flexible approach.
- Q** *How is this different from traditional facilitation?*
- A** A facilitator works for and on behalf of the company paying the bill and is focused therefore of achieving a specific goal with the delegates on a programme. 'Group Coaching' treats each individual as the 'client' and seeks to help meet their goals and needs by achieving whatever it is the company desires. In other words, it finds a way to bridge the gap between the needs of the employee and the company.
- Q** *If the employee is the 'client' does that mean the company benefits less?*
- A** Absolutely the reverse is true, because helping an employee to change his or her behaviour to meet their needs more positively in one circumstance will always have a positive knock on effect in another – by being better at personal relationships, relationships at work improve - or by being more focused on a life goal and hence more effective, the employee apply these tools in work.
- Q** *How is 'Group Coaching' different from group consulting?*
- A** A consultant will usually contribute at least 75% of the final plan of action, however a group coach will turn this on its head and expect 75% of those actions to be driven by each individual in the team (with all the benefits associated to that such as ownership and commitment).

## What to do next:

Call **08452 300 443**

Or email us at

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For more details on Martin Goodyer, The Life Coach for business & life go to

**[www.martingoodyer.com](http://www.martingoodyer.com)**

## Who is The Life Coach?

### Personal Profile - Martin Goodyer

Martin Goodyer is one of the leading behavioural change coaches currently involved with effecting long lasting and high impact change in the UK workplace, was the Life Coach on Channel 4's Fit Farm series, and is a keynote speaker and international seminar leader.

His business background was as the General Manager of a number of high profile hotels within international hotel groups, including being responsible for the re-branding and successful re-positioning of a major hotel business. And for the past nine years as a coach working with clients as diverse as Universities to Premier League Football Clubs.

In addition to his business experience and qualifications Martin is also a certified and licensed Master Practitioner of Neuro-Linguistic Programming and experienced Hypnotherapist. As a psychology undergraduate Martin was able to bring these tools together and combine them with the practical hands on business experience in order to produce a methodology that achieves long lasting and high impact results in the shortest space of time. Now known as the Diamond Method™, it is now applied in **all** the interventions that Martin leads and will ensure that not only will the participants learn a great deal, they will be engaged, energised, entertained and encouraged to take action that makes a positive difference.



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