

GUIDE TO EXECUTIVE

LEADERSHIP COACHING

ENHANCE YOUR LEADERSHIP IMPACT

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FRESH PERSPECTIVES

WHEN WAS THE
LAST TIME YOU
WERE ASKED
THESE QUESTIONS?

What are you trying
to achieve?

Why do you do what you
do?

How effective are you in
achieving your goals?

How are the needs of your clients,
stakeholders and customers being met?

In what way are their needs changing?

How can you meet their changing needs?

How will you get your people to follow
you to help you accomplish great things?

What strategies do you have for leading
demanding, virtual and remote teams in
the new normal?

Where is your own well being in the
middle of all of these changes and
pressures?

**Answering these questions is difficult.
Leading people and projects is difficult.
But you can meet the challenges head-on.**

**DEDICATING AND INVESTING IN A
PROFESSIONAL COACHING
RELATIONSHIP WITH A QUALIFIED,
EXPERIENCED EXECUTIVE COACH GIVES
YOU THE EDGE YOU NEED**



**A TRUSTED
COACH GUIDES
YOU TO THINK AND
ACT WITH PURPOSE,
PERSPECTIVE
AND WISDOM**

ACHIEVING SIGNIFICANT IMPACT THROUGH OTHERS

Gaining and maintaining lasting impact needs leadership skill, awareness, a large dose of confidence and resilience.

Change is happening all around us. Changes in ways of working, customer demands, geopolitics. How do you keep up?

Gaining new perspectives helps you to reframe problems; re-look at your people, plans and priorities with new eyes.

But who's got the time to think deeply about the future? It's all rushing by, you may say.

With a good coach in your corner, you can go into situations in a more thoughtful and considered way, less reactive and better prepared to meet the future challenges that are rapidly approaching you.

STEPPING BACK TO SEE SITUATIONS FROM DIFFERENT PERSPECTIVES GIVES YOU A CHANCE TO GAIN MULTIPLE VIEWPOINTS AND DEVISE NEW STRATEGIES

THE VALUE OF COACHING

The Preferred Future Executive Coaching Programme provides a high quality, tailored approach that enables leaders to gain the clarity, leadership behaviours and implementation skills needed to deliver tangible results. We work with leaders who want to make a real difference to themselves, their teams and their organisations while not burning themselves out in the process.

Talk to us if you need:

- An impartial sounding board who can support and challenge your thinking and ways of leading
- Thinking space for you to critically review your leadership style and behaviours
- New skills to lead and communicate confidently with your team and others
- To make lasting change that is rapidly visible back in the workplace



PREFERRED FUTURE'S EXECUTIVE COACHING PROGRAMME: A HIGH QUALITY, CUSTOMISED COACHING SOLUTION

PREFERRED FUTURE CUSTOMISED COACHING PROGRAMME

FREE 30-MINUTE
 INTRODUCTORY ZOOM
 SESSION TO IDENTIFY
 YOUR GOALS AND
 CHALLENGES

A CUSTOMISED
 PROGRAMME OF 6 OR 8
 VIRTUAL/ FACE-TO-
 COACHING SESSIONS
 BASED ON YOUR NEEDS
 AND GOALS

THOROUGH REVIEW
 OF THE IMPACT OF
 THE COACHING

OUR APPROACH

- **Friendly** yet business-focused style that builds trust and rapport quickly
- **Flexible** and accessible, using Zoom virtual coaching as required
- **Supportive** and challenging, pushing you out of your comfort zone
- **Pragmatic** and focused to help you take your insights from coaching back into the workplace
- **Measurable** return on investment that translates to tangible results

OUR CLIENTS

Irish Central Government
 Diageo
 Global Banks
 Accenture
 University College Cork
 BNP Paribas
 Element6 DeBeers
 Thales Global
 Medite
 DCU
 UK Local Government

ABOUT

PREFERRED FUTURE



Reg Friddle is Head of Executive Coaching and Training at Preferred Future. He is a qualified executive coach with over 15 years' experience working with government, blue-chips and the public sector. As well as high quality coaching, he is licensed to use MBTI and Insights Discovery industry-recognised psychometric instruments and 360 feedback as part of his high-impact leadership coaching programmes.