

## Individual and Team Coaching - Adventure and Performance from Apter Development

Coaching has become one of the most practical and powerful tools to help individuals and groups achieve performance excellence and personal fulfilment. At its best it is grounded in the experience and reality of those involved and focuses, laser-like on precise needs and aspirations.

We are different because, whilst we respect and honour the various therapeutic traditions that contribute to coaching, we also root what we do in the insights of performance and positive psychology. We have a reputation in all our development work for an intensely pragmatic approach which delivers organisational and individual results.

### You might want to be coached because:

- You want to improve your **performance** within your current responsibilities and activities. Like a good sportsperson – you know the rules of the game but you want to sharpen your approach.
- The performance of your **team** is suboptimal, failing to achieve the potential and synergies needed for it to lead in key areas.
- You are moving into a new role or gaining significant new responsibilities and need to **transition** effectively so that you can hit the ground running.
- Where you are is not where you intend to stay! You need **development** to prepare and be ready for the future now.
- Where you are and where you seem to be going (or not going) is not what you want. It is time for a rethink; possibly a life-shift.

### Coaching Approaches

Whatever the focus of the coaching need – we offer four different approaches to achieve the most complete results:

- **One-to-one Executive Coaching**
- **Leadership Performance Coaching**
- **Team Coaching**
- **Beyond Boundaries**

In more detail ...



Coaching Conversations

Association of Business  
Psychologists



*Apter's techniques do unlock talent and help individuals fulfil their potential. They help you knock down the barriers to success (which are usually self-imposed). The message seems to be that we've each only got one life to live and it's not a rehearsal, so do what you really want - don't compromise on it or postpone it; we can most times do much more than we think is achievable at the outset. In these uncertain economic times that's got to be good advice."*

Harvey Bishop: Oracle

### Executive Coaching

Typically this includes 4 to 6 face-to-face coaching sessions with on-line / telephone support in between. A full range of psychometric profiling is available and 360° and line management feedback may also be included.

### Leadership Performance Coaching

We use 'real time' coaching; it is central to our work in the development of international leaders and managers. We design events in which participants can practice new levels of performance by participating in carefully designed challenges; coaches observe, review off-line and make suggestions based upon actual, not reported, performance.

### Team Coaching

Coaching/facilitation focused on senior executive teams, strategic project teams, etc. It can be aimed at clarifying how a team might operate more successfully together in terms of governance arrangements, behaviours or leadership style. It helps a team to clarify and execute, more effectively, its role in the wider enterprise.

### Beyond Boundaries

We like to think we are adventurous – it is part of who we are. Whenever we can, we find opportunities to work in unusual, stimulating and challenging places. Time and again in places like the Sahara, the Atlas Mountains and on the snow fields of the Alps we have seen how the 'place' can promote profound and subtle change. Therefore we offer both within our Leadership Development Coaching and on an individual basis the opportunity for others to be similarly inspired.

### What will the coaching be like?

All our coaching is based upon the following principles:

**Aspiration and Expectation** – You will be happiest and most successful when there is a strong connection between 'who you want to be' and the expectations of the role or situation in which you find or seek to find yourself operating.

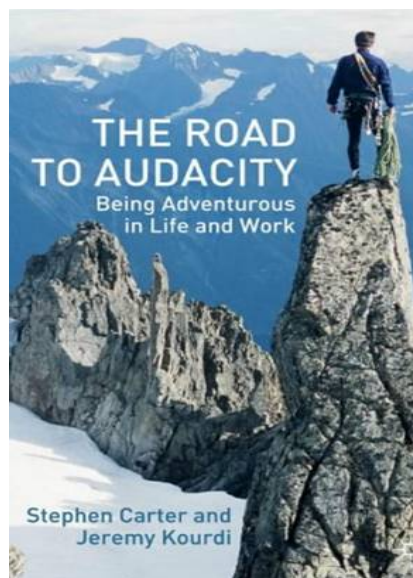
**You are not sick, we are not therapists** – Our starting point is that we are dealing with normal, healthy people and our role is to help them build upon their strengths and achievements to achieve greater success.

**Explore and Experiment** – our role is not to tell nor simply to facilitate but to actively engage in an adventure that makes possible the discovery and enablement of another - you! Expect to be challenged to experiment, investigate and to try things out.

**Awareness and Responsibility** –developing awareness *insights* into self and external issues is central. You are the responsible agent in your own development.

*"Steve is the type of person who would gladly turn away a client he didn't believe he could help. I have always found Steve a terrific sounding board always full of ideas and curiosity to remain ahead of his field but also very practical in the way he applies them. He really can take the complex and boil it down to something simple which I think is why business partners have so much time for him."*

**Keith Robson: Barclays Capital**



*"Marie has always worked hard to understand the organisation, its strategy and plans and the issues it faces in achieving them. She uses this to develop interventions that engage people in making personal and organisational changes that drive performance improvements that are sustained."*

**Andrew Kerry: West Sussex County Council**

### Track Record

Our commitment to the effective coaching of development and performance goes back to the early 1990's. Apter Senior Partners, Steve Carter and Marie Shelton were both pioneers in the use of mentoring and coaching in leadership and management development at a national level. Steve undertook groundbreaking research into the development of effective mentoring schemes, published several articles, two books and spoke at conferences in UK and Europe.

Since then Marie and Steve have continued to work as coaches and developers of coaches at an international level particularly within the scope of major development programmes for organisations such as **HSBC, SABMiller, Oracle and the Boots Company**. As such they probably have unrivalled experience in coaching international managers and leaders of global organisations.

Today Apter Development offer a managed network of highly qualified, experienced coaches with international experience and a distinctive approach. We are committed to the continuous development of our approach both in *practice* - bringing new ideas and thinking to what we do, and *format* - seeking new ways and occasions to deliver coaching.



Apter Development provides cutting edge consulting and development in the fields of: leadership and management development, executive and team coaching, engagement and talent management.

For Apter Development Case Studies, visit:  
<http://www.apterinternational.com/casestudies>

For more information about our services, email:  
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