

---

## CAMPUS COACHING

---

A new way to harness the power of executive coaching in your company.

---

Most coaching programmes involve a professional Coach working with a senior manager over a period of six to twelve months. This pays tremendous dividends in terms of increased leadership performance, ultimately contributing to an improved bottom line.

---

The relatively high investment required to bring in an Executive Coach over a sustained period often means that only the privileged few at or near to the top of the organisation ever receive the benefit of professional coaching. In order to allow all levels of management to benefit from the services of a Coach, WayAhead Leadership Solutions has introduced a new concept of the **Campus Coach**.

---

### What is Campus Coaching?

Campus Coach is a new service whereby a professional Executive Coach will station him or herself at your premises for a whole working day. Managers can schedule 45 minute appointments during the day to work with the Coach on a specific issue they are struggling with. They may also want the help of the Coach to bring clarity of thought to a new initiative, a difficult decision or challenge they are currently facing.

---

Typical issues that may be raised with the Coach are:

- Handling a difficult internal meeting
- Improving relationships with another team or colleague
- Preparing for an important presentation
- Dealing with a critical customer situation
- Coping with a stretch assignment
- Overcoming demotivation
- Problems with motivating team members
- Making tough decisions
- Time management issues
- Handling appraisals
- Dealing with poor performers

continued >

## Is it a substitute for Executive Coaching?

Campus Coach is not a substitute for Executive Coaching. It does not provide a long-term leadership development programme for managers or high potentials in the same way that individual coaching does. Nor does it include any profiling or assessment exercises. However, Campus Coach provides a unique opportunity for managers at any level (you decide which levels may use the service) to receive help and support, confidentially from an independent and impartial professional Coach.

---

## How does it work?

Campus Coach is very simple and straightforward to deploy. A note is sent out to all managers for whom the service is being made available a week in advance of the Coach arriving on-site. Managers who would like a coaching session make an appointment through a central point of contact within the company, usually HR. The day before the Coach arrives he is presented with a list of names and appointment times for the following day's appointments. Managers booking appointments do not have to declare or explain what they want to discuss with the Coach.

---

The Coach will arrive on the company's premises in time to be ready for the first appointment at 8:30am. A private room, away from any noise or distractions is provided by the client company. Appointments then run at regular intervals throughout the day, with the last one at 6:00pm. Times can be altered according to the client's normal working hours.

---

## Benefits

- Managers are able to experience coaching and understand its value
- Problems are resolved before they grow into critical issues
- Managers can freely raise sensitive issues in a safe environment
- The company is seen to be supportive of its key employees
- Procrastination is reduced as managers are moved to action by the Coach
- Decisions are made faster, based on more in-depth thought
- Overall management effectiveness is evident in better team relationships
- New, more productive behaviours are discovered and deployed by managers