



## People and Organisations

### Sponsored Coaching

A member of our client's senior leadership team was seeking performance improvement as indicated in their appraisal process. Our client had neither the time nor the in-house skills to coach the manager through this phase in their development.



VBL provided the qualified coach and introduced an approach called Sponsored Coaching. Here, the client is involved with initial objective setting but then leaves the coach and senior manager to work together on performance improvement. At agreed points in the coaching relationship the client is updated through a confidential and formalised review process.

### Features

- ▼ Cost effective development for a senior manager
- ▼ Objectives agreed 3 way guarantee clarity and certainty for all
- ▼ Confidentiality is maintained throughout
- ▼ Development tailored to individual leadership development needs



### Outcomes

- ▼ Both client and senior manager benefit from the coaching relationship
- ▼ Sustainable targeted changes for both the client and the senior manager
- ▼ Satisfied senior manager who feels they have received dedicated quality time

*"I have felt calm, more able to prioritise on what is really important and free to step into my personal power without wasting energy on things of less importance."*

High Potential Leader.

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