



This handout will give you:

- some information about me
- an overview of coaching and my coaching style
- some practical information about the length of coaching sessions, where we can meet, methods of payment etc

Previous to *Sandra Whiles Coaching* I worked for 35 years in the public sector. My last job was as Chief Executive for Blaby District Council in Leicestershire, described as “a great council” by the LGA in 2015 with high levels of public satisfaction and staff engagement.

A large part of Blaby's recipe for success was down to the coaching and learning I introduced. Over recent years I have increasingly coached a wide range of partners, colleagues and business contacts across the public and private sectors, who came to me when they were stuck or at a crossroad and wanted to find solutions for themselves.

I have invested significantly in training to develop my skills and experience as a coach. This includes accreditation by InAlpta and Go Mad Thinking (Leicestershire) as a Coach, and qualification to Practitioner level in Neuro Linguistic Programming, as well as having completed the acclaimed Barefoot Coach Training Course for Business and Personal Coaching. I hold a Postgraduate qualification in coaching from the University of Chester, am a Certified Associate member of the International Coach Federation and part of the East Midlands Coaching Network. .

I loved my work in the public sector, but wanted to challenge myself and to make a difference by using my coaching skills with a wider audience and across different sectors. *Sandra Whiles Coaching* is my way of sharing my skills, knowledge and expertise to those who want to succeed in their career, business and organisation.

Outside of my coaching I support the marketing and management of a successful art glass studio in Leicestershire. I also enjoy painting bright floral paintings and I run art workshops. These things help me bring insight, creativity and ideas into my coaching practice.

Coaching and My Approach

Coaching is a powerful form of learning, where a person, 'the coach', supports someone else, 'the client' to aid their learning and self development in a way that benefits them. There are many definitions of coaching out there. A couple of terms that I particularly like are “coaching is unlocking a person’s potential to maximise their own performance. It is helping them to learn rather than teaching them” (Whitmore 1992) and “coaching is the art of facilitating the performance, learning and development of another” (the School of Coaching).

There are many different types of coaches out there, ranging from life coaches to business coaches to sports coaches to career coaches. I specialise in business and career coaching but inevitably for most clients, business and life and the rest get a bit mixed up. For a person to reach their full potential they sometimes need to focus on work, and sometimes on life outside of work.

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My approach is to listen, ask questions that help you understand, and provide you with models that help you understand, and provide you with models to help unlock your thinking. I give support you as you find your own definition of success and then shape your action plan to get there. I mainly work face-face with clients but I do offer telephone and Face Time coaching on request..

In my coaching, I use a range of creative tools and techniques, alongside my experience as a senior leader, and my work running a small business to help clients succeed.

I have a range of programmes which vary based on the needs of the client, as well as bespoke programmes to meet individual needs:

Programmes are put together to meet your particular needs and are flexible to meet changing circumstances. I recommend that people new to coaching commit to a programme of at least four sessions in order to get the most from their investment.

Practical Things

I work with individuals and groups, mainly in and around the East and West Midlands, to help them understand what they want to achieve, what might be holding them back and how they can overcome challenges to achieve their goals.

I offer a free, no-obligation introductory meeting either face to face or by telephone for new clients before you sign up to a coaching programme. This will help me to understand what you want from coaching, a little bit about your learning styles and for you to decide if I am the right coach for you.

If you decide to go ahead we will agree your coaching goals, frequency and location of meetings, payment terms and book your sessions. I would then create a coaching agreement which sets out my obligations to you, confidentiality safeguards, expectations on the client, payment terms etc.

Coaching sessions can be held in your workplace or a range of venues which offer sufficient privacy and a good cup of coffee. My travel costs are included in the programme fee for sessions (within 15 miles of my work base in Market Bosworth).

Contact me to arrange a time for us to have a conversation to see how we can work together.

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