



Executive
Coaching



Simplifying **Coaching**

The benefit Coaching can have for **you**?



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**MAYBE YOU ARE SEARCHING AMONG THE
BRANCHES, FOR WHAT ONLY APPEARS IN THE,
ROOT" Rumi**



What is Coaching?

During a coaching session, the coach is helping the client build a **delay** between a **stimulus** and a **habitual response** so that they can insert additional brain functions like thought and **choice** – in other words, the coach is helping their client to learn to **choose** their response to situations rather than be driven by automatic patterns or habits. Another way of expressing this is that part of the coach's role is to keep the client **'at cause'** which means seeing themselves as part of everything that happens to them and around them rather than **'at effect'** where they act as the recipients and victims of what goes on.

COACHING IS NOT CONSULTING.

Consultants are hired because of their specific expertise. Often they assess a company's practices and offer recommended solutions for improvement. Coaching, on the other hand, is a discovery-based process in which the client is led to create the solution within themselves and are held accountable to implement it.

COACHING IS NOT COUNSELLING.

Coaching is **future focused**, while counselling often concentrates on past pain or current challenges. Counselling deals with healing pain, dysfunction and conflict.

COACHING IS NOT MENTORING.

Mentoring offers guidance from one's own experience or in a specific area of career development.

COACHING IS NOT TRAINING.

Training programs are based on learning certain objectives set out by a curriculum. Coaching is not set on a curriculum; rather it is customized for individual clients and not based on a linear course.



Our Strategy Approach

Foundation

Our strategy for Coaching is based on Positive Psychology.

1. A positive focus—at its core, positive psychology is about asking what is right, rather than what is wrong, with people.
2. The benefits of positive emotion—Understanding how positive emotions work, and how and when to best promote them, is a core mechanism that makes positive psychology coaching effective.
3. The science of strengths—another pillar of positive psychological science is the study of strengths. The idea that each individual possesses admirable attributes and that these are responsible for success and can be even better developed is essential to a positive psychology coaching practice.

Result Orientation

Our coaching is planned and executed with focus on specific, and desired results.

Growth Mind-Set

We believe ‘the Coachee is resourceful’. Most people can achieve far more than they realize. Most of our limitations are self-imposed.

Resilience

We support the Coachee to develop longer-lasting resources which can help them better handle a wide range of situations when they arise or possibly even to avoid them happening.

Judgment

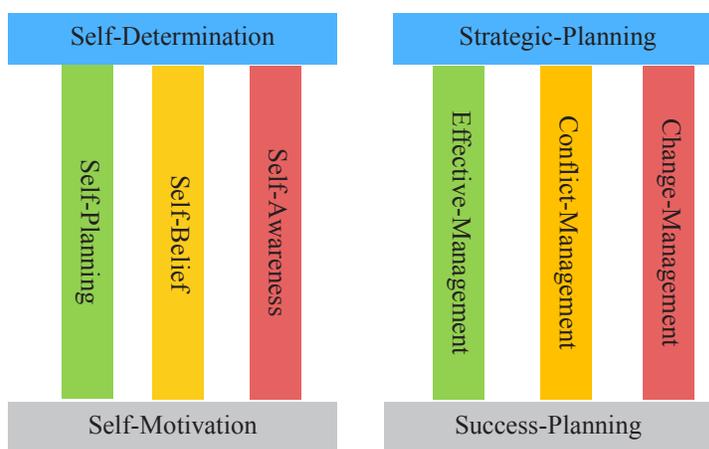
We believe coaching is a balance of science, art, and expert improvisation. No matter how many guidelines are developed and followed, successful coaching requires that you continually step back, evaluate the situation, weigh the options, and apply good judgment for well-balanced decisions.



Values and Benefits of our Coaching

FOCUS OF LEARNING

1. Tactical problem solving
2. Developing leadership capabilities, new ways of thinking and performing that generalize to other situations and roles
3. “Learning how to learn”: developing skills and habits of self-reflection that ensure that learning will continue after coaching ends



Increased Productivity

- Improved Work Performance
- Improved Business Management
- Improved Time Management
- Improved Team Effectiveness

Positive People

- Improved Self Confidence
- Improved Relationship
- Improved Communication Skills
- Improved Life/Work Balance



Example Process Flow

1) PRE-COACHING ANALYSIS AND PLANNING

We believe the success of the coaching depends on your willingness to learn. Before we start the Coaching it is important to establish:

- If the Coaching is appropriate for you in the first place ?
- Are you Coachable?
- Is there a match between the style of my coaching and your personality?

The outcome of this is a collective decision to continue with Coaching or explore other possible intervention methods.

2) CONTRACTING

The purpose of contracting is to ensure productive outcomes, clarify roles, avoid misunderstandings, establish learning goals, and define business and interpersonal practices.

3) ASSESSMENT

The assessment phase provides us with important information upon which to base a developmental action plan. We select among a wide variety of assessment instruments, including strength finders, personality, learning, interest, and leadership style indicators.

4) GOAL SETTING

Coaching is driven by specific goals agreed by the coach and you. These goals focus on achievements and changes you can target, both for yourself and for your organization.



Example Process Flow

5) COACHING

We believe that the quality of the coaching relationship is a key element of success. We will create a safe environment in which you can feel comfortable taking the challenges necessary to learn and develop.

6) MEASURING AND REPORTING RESULT

During pre-coaching activity we together agree on an appropriate level of measure for success of the coaching. We can select any of the five levels:

Level 1 - Reaction, Satisfaction, and Planned Action. Such as coaching relevant to coachees' job and purpose of their role? And would coachee recommend the program or process to others?

Level 2 – Learning. Did the coachee gain the knowledge and insights identified at the start of the coaching?

Level 3 - Application and Implementation. Such as how effectively is coachee applying what learned?

Level 4 - Business Impact. Such as to what extent does application of knowledge and insights improve the business measures the coaching program was intended to improve?

Level 5 - Return on Investment. Such as did the monetary benefits of the improvement in business impact measures outweigh the cost of the coaching initiative?

7) TRANSITIONING TO LONG-TERM DEVELOPMENT

Upon completing the coaching sessions, we together take whatever steps are necessary to ensure that you will be able to continue your development.



Coaching Our Strength

- **Clarifying Process:** We have a well define process for coaching. We base our coaching model based on Positive Phycology Coaching, Neuro Behavioural Modelling, Cognitive Behavioural Coaching and Neuro Linguistic Programming
- **Collection of reliable data using Psychometric Assessment and 360:** We use some of most reliable and validated Psychometric Assessment to facilitate the awareness for our Clients. 'Patterning' that feedback is used to draw a clear picture of how you are and your blind spots. We use various instruments for collecting data on the followings:
 - Strength Finders e.g. Values in Actions, Realise 2
 - Personality Preferences, e.g. MBTI
 - Personality Traits e.g. 16PF, OPQ32, Firo-B,
 - Interest e.g. Strong Interest Inventory,
 - Motivation e.g. SQL Motivation Questionnaire
 - Emotional Inelegance e.g. MSCEIT

Money Guarantee. We have worked on over 200 assignments providing over 1,300 hours of executive coaching. You investment is covered by our money guarantee scheme.. If within first 30 days of assignment no improvements is seen then we are happy to refund all your investment. Even after 30 days if you are not satisfy with quality of your coaching session we will refund the session

“When we do what we choose to do, we are committed. When we do what we have to do, we are complaint ... Successful people focus on what they choose to do.” - Marshall Goldsmith



Case Study

ACCOUNTANCY FIRM

Client was a modern, professional accounting firm, which had been consistently growing at 5% pa. The owner wanted to double the size of the firm, and get more personal time, but each increase was becoming more challenging. The key values of the firm were becoming weak as the team stretched themselves too thin to reach the growth target.

We worked with the business owner to understand her aims and help her establish a vision and strategy to achieve them. We also worked with the team to improve motivation and skills.

ADVERTISING FIRM

Client was an CEO of an Advertising Firm with a £3m annual turnover. He was concerned that his partners were arguing too much, not working together, and not generating the business that he thought was possible. His objectives were to:

- improve team working and the atmosphere in the top team; and to
- win more business of the type the partnership wanted.

We persuaded the client to agree to 360 feedback and use of MBTI, 16 PF and TKI assessments. The anonymised feedback and the coaching sessions helped him to develop his leadership and management skills.

The effect was dramatic. Each member was more enthusiastic. Within six months the turnover had increased by an additional 15% and motivation and enthusiasm had continued to rise.



Case Study

CAREER PROGRESS

client was a fast track manager in a global telecommunications company. His career was not progressing well. He had been offered a position as a commercial manager in a highly political division but he knew that most new managers in this division failed.

Over eight coaching sessions we worked out three main objectives and developed a plan to achieve them. The client approached the new role with greater confidence and made a very positive impression. He was on track to achieve excellent financial results.

NHS TRUST

Client was the CEO of an NHS trust that wanted to use coaching as part of a culture change programme. In particular he was interested in there being tangible improvements to:

- Process efficiency
- Staff motivation and fulfilment

We worked with the client to develop a well communicated and tangible vision and then a coaching programme that would deliver this. The work revealed a number of areas where the CEO had to make difficult decisions. Once these were resolved, all areas showed improvement.

Meet Your Coach

KAVEH MIR TAHMASEBI is a serial entrepreneur with more than 15 years of CEO and senior executive experience. He has started and grown several businesses into multi-million-dollar operations and led them through major changes, mergers and acquisitions.



Mir provides occupational ability and behavioural assessments, executive coaching, CEO advising and consultation. He has completed advanced certifications and training in the full gamut of senior executive and C-level executive assessments. In addition, he has significant expertise helping first and second-line managers to grow their skills in execution, relationship, management and leadership.

Mir provides Clients with broad-based executive coaching, he has particular expertise in over 11 behavioural and psychological assessments and he has delivered over 1000 hours of Coaching and Training to public and private organisations.

Mir earned an MBA from Cranfield School of Management (UK), MSc in human computer interaction and a BSc (with honours) in computer science, both from Queen Mary and Westfield College (University of London). He is a Fellow Member of the Institute of Directors, certified coach by ICF, User Test Occupational Ability and Personality Certified Assessor from British Psychology Association and certified Project Manager.

Mir designed and authored a book on conflict management for executives. Book achieved Fore Word 5 star review.

Mir has been a guest Speaker for a Persian TV channel for over 2 years broadcast from London for a broad demographic of Persian speakers covering topics such as: Diversity, Conflict Management, Trust, Feedback, Emotional Intelligence, Decision Making and Personality Profiling.



Meet Your Coach

Education / Qualifications:

Executive MBA: Cranfield School of Management
MSc Human Computer Interaction: Queen Mary & Westfield College London
Diploma in Executive Coaching (CoachU)
Project Management Certified (APM)
Competence in Occupational Testing by British Psychological Society (BPS)
Myers Briggs Type Indicator Certified (MBTI I & II)
Fundamental Interpersonal Relations Orientation Certified (FIRO-B)
16 Personality Factors Certified (16-PF)
Cultural Transformation Tool (CTT)
Mayer-Salvoly-Caruso Emotional Intelligence Test (MSCEIT)
Occupational Personality Questionnaire (OPQ32)
360 Assessments
NLP Master Practitioner
Aptitude for Business Learning Exercises (The Able Series)

Associations:

Fellow Member of the Institute of Directors (FIoD)
Associate of the Chartered Institute of Personnel Development (CIPD)
Member of International Coaching Federation (ICF)



Our Services

- **Executive Coaching:** Helping leaders get unstuck from their dilemmas and assisting them to transfer their learning to results for organisation.
- **Business Coaching:** Working on vision and goals for the business.
- **Coaching Training:** Implement coaching to improve performance in your organisation.
- **Team Development:** Boost Team performance to accelerate results.
- **Conflict Management:** Transform negative conflict into positive opportunities.
- **Communication:** Optimise communication for convincing conversations.
- **Embracing Change:** Use personality insight to improve team performance by examining the impact of personality on how we experience change.
- **Emotional Intelligence:** Strategies for enhancing emotional intelligence.
- **Building Resilience:** Use personality insights to build individual and organisational resilience, and help people manage workplace stress.
- **Leadership:** Drive organisational effectiveness with authentic leadership.

You can Achieve These Results:

- John, a marketing manager who was managing 5 people, now leads a department with more than 20 employees
- Joe, a newly promoted director, developed a strategy to expand the business to 4 offices in UK
- Sally, a mid-level HR manager, learned to develop her executive presence so that she gained the respect of her team, enhanced her profile with the company and built the confidence she needed to excel
- David, a regional manager, learned how to manage the board expectations and exceed quarterly targets
- Sara, a HR manager, learned how to implement performance management for 100 employees.



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