

Our Approach to Coaching

Our Methodology

StratAlign recognises that different contexts and diverse people require a variety of approaches to coaching and therefore contracts with coaches who are capable of delivering a range of trusted methodologies.

At a philosophical level StratAlign distinguishes coaching from therapy. Coaching is about the actualisation of individuals both in themselves and within an organisational context, whilst therapy deals with human pathologies that require the attention of highly trained clinical specialists. Coaching focuses on improvements for people who are already functioning reasonably successfully and would like to enhance themselves and their performance.

As such StratAlign tends to lean towards methodologies that come from the “positive psychology” movement that has its origins in Abraham Maslow. Such methodologies focus on enabling the self actualisation of people through identifying and meeting higher order levels of human meaning and consciousness.

However, we are clear that coaching happens in a specific organisational context and that the leadership of the organisation has specific expectations of the outcomes of the coaching that will result in improved individual and organisational performance. For this reason StratAlign believes that coaching is about aligning the aspirations of individual employees with the expectations of the organisation. This is achieved by deliberately focusing some of the coaching sessions on a personal journey and others on the organisational journey. This is evident in our proposal below.

We also attach a great deal of importance to assessment. In our view a 360 Assessment methodology used both before and after the intervention is the most effective way of testing progress. This is built into the proposal below. The pre-assessments enable the focusing of coaching upon areas identified as opportunities by the assessment process. The assessments we believe are most effect are 360 degree assessments involving the work colleagues of the programme participants. The post-assessments test whether the desired progress has been made though the coaching process. We use both the Barratt Leadership Values Assessment as well as our own Leadership 360 Performance Assessment. Assessments are undertaken online.

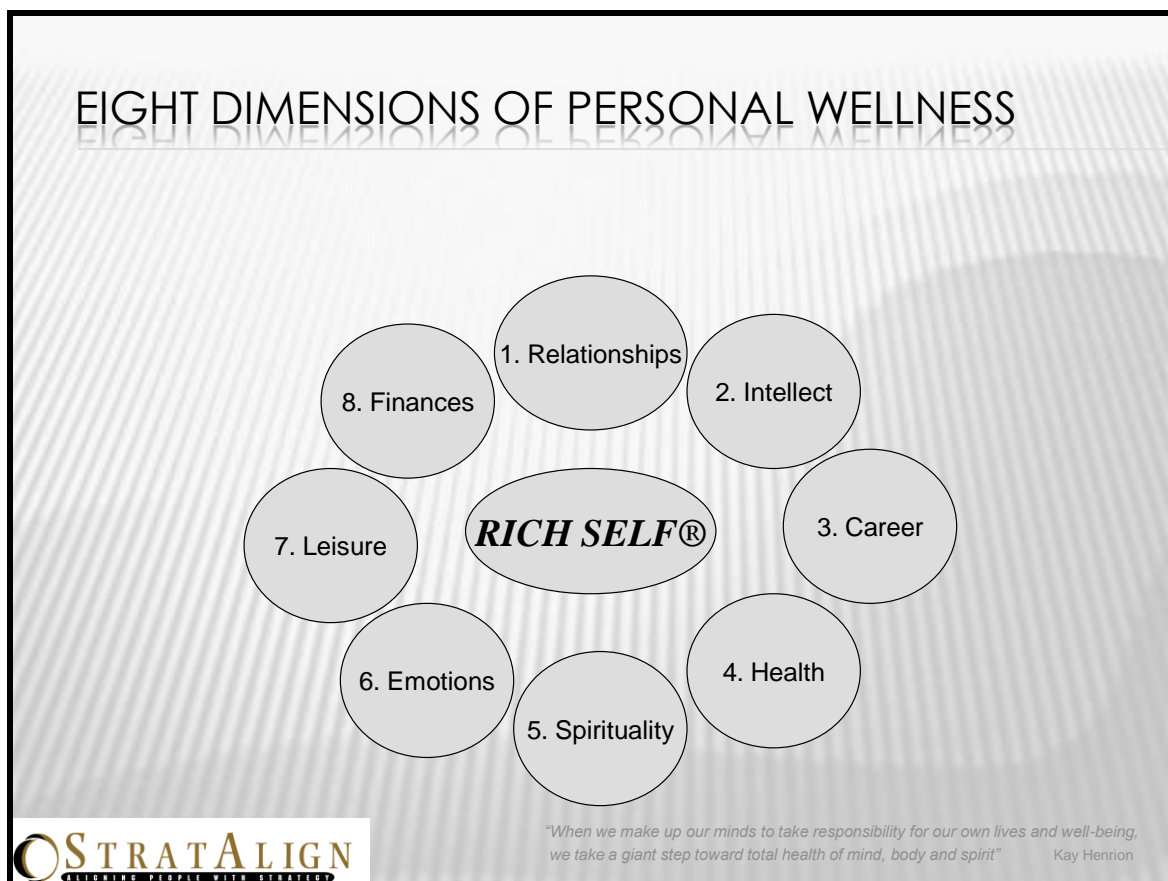
In addition, coaching should be distinguished from training. In our view coaching supports and greatly increases the likelihood of achieving the

desired performance outcomes and return on investment expected from training.

Our approach includes both group and individual coaching and can be purchased in packages.

We use a panel of highly trained and experienced coaches and are able to match coaches with individual and organisational needs.

Our Alan (our CEO) and Margot Brews have written a book which enables people to embark on a journey towards personal mastery. The book, entitled, RICHSELF is based on the model below and can be used as a basis from which to coach people towards better choices and actions in eight dimensions of life:



The Benefits of Coaching

It is now widely recognised that coaching has multiple benefits for both individuals and organisations. In our view these are as follows:

Benefits for the Individual

- Greater ability solve their own problems
- Improved managerial and interpersonal skills
- Enjoy better relationships with colleagues
- Learned how to identify and act on development needs
- Enhanced self confidence
- More effective and assertive in dealing with people
- Personal performance is improved
- Greater self-awareness is achieved and new perspectives are gained
- New skills and abilities are acquired
- Greater adaptability to change
- Improved work-life integration
- Reduced stress levels

Benefits for the Organisation

- Improved productivity, quality, customer service and shareholder value
- Increased employee engagement, commitment and satisfaction, which can lead to improved retention
- Demonstrated commitment of the organisation to developing its staff and helping them improve their skills
- Employees who've been promoted are better able to cope with new responsibilities
- Employees are less distracted by personal issues that otherwise affect performance at work
- The desired outcomes of training and development initiatives are more likely to be achieved

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