

OUR SERVICES

Executive and Team Coaching

Coaching Training

Systemic Thinking

Systemic Audit

ROI COACHING SOLUTIONS

ROI coaching works with banks and financial institutions to provide value to their customers, shareholders and the wider society.

ROI coaching works with financial institutions for sustainable growth and conscious business.

We do this through made to measure coaching and training.

We work for multilevel results and measurable effects.

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MULTI LEVEL RESULTS

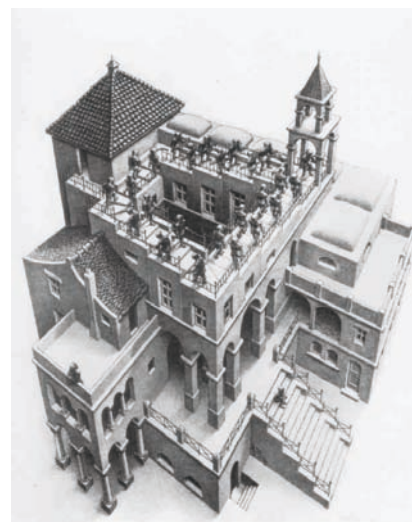
Coaching has an impact at many levels. First it impacts the person who is being coached. They will become more open, more empowered and will be able to communicate better with their people. They are likely to be better in their team, and get better results for the business.

Secondly individual coaching will have an impact on the team; people will be more open and creative. If the business employs a team coach, the team results will be quicker and with less conflict.

Thirdly, there will be an impact on the business that can be measured in many ways: more innovative products, quicker results, more questions, better teamwork and a more open atmosphere. All this is likely to create higher profits.

Finally, good coaching will give a good return on investment. It is not good if company profits go up by one hundred thousand pounds, and the coaching cost two hundred thousand. Return on Investment can be calculated in a rough form fairly easily. See:

http://www.howcoachingworks.com/index.php?option=com_content&task=view&id=6&Itemid=13

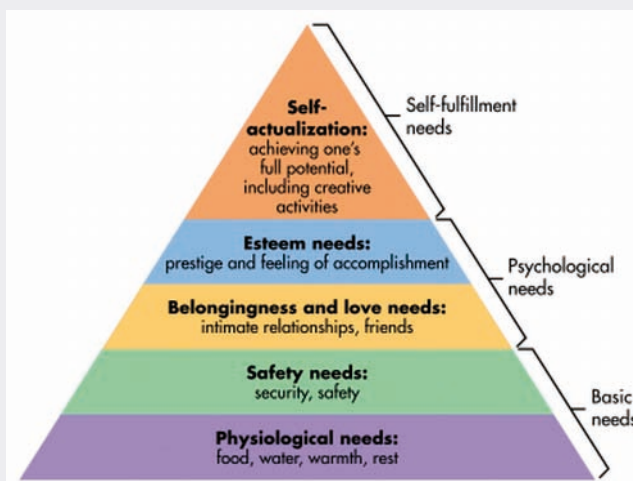


Hierarchy of needs

So far we have looked at results from the business perspective, showing how coaching can create results at different levels. However, there is a deeper way to look at multilevel results using more perspectives.

A business serves three main groups of people: their customers, their employees and their investors. All of these have different needs, and a business needs to fulfil these needs if it is going to be successful and stay in business.

Based on Maslow's hierarchy of needs we can say that there are three types of needs:



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• Basic (survival) needs. (Security)

We all have basic physiological needs (food, water, sleep) because we need to survive. We also need to feel safe and secure.

• Psychological needs. (Success)

We need to feel we belong and feel at home where we are and have satisfying relationships. We need to be successful.

• Self fulfilment needs. (Inspirational)

This means living up to our full potential, always striving to go beyond where we are and transform ourselves and our business to something greater than it is. This is the area of vision.

How does this apply to business results?

Investors

Investors need to know that the business is surviving and will survive in the long term. They have money invested; therefore they need to trust your business. Producing strong Return on Investment gives that trust.

Investors will have confidence in the business when it is successful in its niche. Pride of ownership is the inspirational need that investors want to feel. Certainly they want trust, success, and a good return on investment, but they also want to feel that the business is a great one and fulfilling its potential.

Employees

Employees need a good wage and benefits that they value. This gives them security. Without that, it is difficult to get good results. With security established, coaching helps people be the best they can be, and creates loyalty. A Gallup Poll has established that the single most important variable in employee productivity is NOT the pay, benefits or workplace environment. It is the quality of the relationship with their direct supervisors. Coaching helps the supervisors to create that relationship and connection to get the best from their people as well as themselves.

Coaching helps to inspire employees, because it moves them towards their greatest potential. Corporate transformation follows personal transformation. You cannot have an inspiring company without inspiring people, and coaching is the way to inspire people.

Customers

When the company and the people within it are working at their full potential, they will be creative and will serve the customer better. They will understand and meet the customers' baseline expectations, and understand and serve the customer better. It will also help them to be creative with new products. Then the business will be more likely to surprise and delight their customers and make them evangelists for the business.

Coaching creates multilevel results for customers, investors, employees and the business. A business that gets these multilevel results at all levels will be the most attract business to work for, invest in and buy from.