

# CoachStation

Coaching and mentoring leaders and managers.  
Developing people and businesses.  
Influencing organisations success.



**CoachStation**

Leadership. People. Business Development.



I created CoachStation in 2010 in response to my own experiences working for small, medium, national and international organisations for over 20 years. In that time, like most of us, I was exposed to many managers and leaders, some who were good and others who were not overly effective. I felt that this limitation to leadership did not necessarily have to be the case. These experiences also highlighted the impact poor leadership has on employee engagement and business success. Conversely, effective leaders have an enormous positive impact.

I fully understand the importance of acumen, budgets, WH&S, compliance and other business requirements. However, over time, it became clear that it is through the people side of business that we truly succeed or fail. Many organisations are not adept at providing a solid baseline of knowledge, capability and confidence for their managers and leaders. Then we hold these same people accountable when things don't go to plan.

Assuming that people have the natural skills of leadership is a fallacy. Providing a supported and deliberate leadership development strategy is the best approach to build and strengthen a business. We know this because we have helped dozens of organisations do exactly that. I have also individually coached and mentored well over 300 people and leaders, most of who have gone on to build satisfying careers and input into their organisations. They have learned what 'true success' looks and feels like.

Accountability is necessary and relevant - if the manager has genuinely had the opportunity to prepare and upskill for the role. Some of you who are reading this will relate. Maybe it has even been your own experience to make your own way through management, sometimes wishing that it did not feel so difficult.

Like many, maybe you have 'fallen into leadership' without necessarily planning your career path or been developed and supported along the way. Either way, the expectations remain the same. You must develop the necessary skills and confidence to be an effective, efficient and productive influencer and leader.

A proactive and supportive plan to develop your leaders and managers will have a positive impact on your team and results, no matter how you measure success.

Assisting you and your team to feel the benefits of effective leadership and improved results is our goal. A goal that excites us and our past clients as I am sure it will for our future clients... maybe even you.

**Steve Riddle**  
**Director, CoachStation**

**Employees typically do not fail. They are failed by their leaders.  
A challenging statement, but one that effective leaders understand.**

# The key to human development is building on who you already are.

Tom Rath

CoachStation specialises in leadership, people and business development. Our skills, experience and focus areas include:

- **Leadership & Management Development**
- **Leadership / Workplace Coaching and Mentoring**
- **Workshop Facilitation & Team Development**
- **Business Consultancy**

It is why we do what we do that matters! Our core purpose is to make a genuine difference. We can and do positively influence both cultures and business results.

The opportunity to assist managers and leaders to be genuinely comfortable in their roles; provide the necessary support to their team members; and contribute to their organisation's success, are all core to our purpose.

We will help you to identify the key areas to focus on and work with you on how to improve.

## **Do you think your business should be achieving more, but you don't know how to make the change happen?**

This question is especially important for any business to answer. Consider these related questions and how they might apply to you.

- Are your managers and leaders as effective as they could be?
- What focus has your organisation put on genuine development of its current and future leaders?
- Would you like to see your results improve?
- Are you sometimes frustrated or stressed about your business and where it is heading?
- Do you feel you are in control of your business direction?

Our experience across multiple industries and desire to help people be successful, provides the motivation and knowledge to develop you, your managers, your leaders and your team.

Building and maintaining strong management and leadership teams is the key to business success. Leaders have the single biggest impact on employee engagement and commitment. Therefore, it makes sense to develop your management team to be the best they can be – everyone benefits along the way.

Tailored development, coaching and mentoring provide the greatest opportunity to build this success.

**Over 90% of our clients re-engage or extend their work with CoachStation beyond the original engagement.**



I feel incredibly fortunate to have been able to partake in the coaching and mentoring program offered by CoachStation. Steve is inspiring, entertaining, open and engaging. Through Steve's support and practical techniques, I have been able to grow and become a more effective local government leader. This program offers a challenging but supportive approach that is delivered with a near perfect balance of teaching, reflection, practice, wit and humour.

Anyone who is looking to improve any facet of their professional life would be well served embarking on a coaching and mentoring journey. Steve's influence on our organisation and my life has been incredible. I highly recommend CoachStation.

**Wes Davis, Service Manager**

# What is coaching and mentoring?

Coaching and mentoring are increasingly sought-after tools, accessed by business leaders and organisations eager to dedicate development time and resources at an individual level. We spend time, generally 1:1, following a coaching process developed and refined over many years. This process is deliberately flexible to tailor and personalise each program dependent on the needs of our clients.

Coaching and mentoring are action-based development processes. You will see and feel a difference. Importantly, so will those around you.

It is the individualised tailoring of development when partnering with CoachStation that makes the greatest difference. The benefits are many. We are engaged and commonly re-engaged by our clients based on our ability to help:

- Improve performance and behaviours
- Develop better client and customer service knowledge and skills
- Improve results, both professionally and personally
- Increase confidence, self-awareness and self-esteem
- Enhance communication skills, relationships and trust
- Succession plan effectively and meet goals
- Increase knowledge and effectiveness as a manager and leader
- Improve influencing skills and control of the business direction and outcomes
- Reduce frustrations
- Minimise negative stress



If you are considering investing in a coach, Steve is an exceptional choice. It is not magic, it takes work, tenacity and commitment. Steve has added a lot of value in a short period of time – I started the first session with a commitment to go all in and left knowing I had made a great choice. Every subsequent session started with outcomes to share and concluded leaving me energised and ready to continue to the next level.

Steve, thank you for your skill, generosity and absolute commitment, I look forward to continuing to build on my leadership capability and share future successes.

**Chris Reed,**  
**Customer Experience Manager**



# Coaching & Mentoring Process

For sustained benefit, we recommend six to eight 1:1 coaching sessions across an 11-month period. All our development programs are tailored, based on client needs.

The example illustrated here is a sample only, providing a synopsis and guideline for coaching.

## Participant Application

Depending on whether CoachStation has been engaged by an individual or employer, we conduct a meeting to understand the client needs, expected outcomes and reasons for seeking coaching and mentoring for development. We also ensure there is a match between the coach and coachee.

## SESSION 1 | 1:1 Coaching/Mentoring

Information gathering – we start to develop trust and the relationship; understand & delve; identify possible goals; context and history; existing environment; and level of self-awareness. Coaching process and expectations are discussed and clarity verified.

## SESSION 3 | 1:1 Coaching/Mentoring

Reinforcement and honest self-assessment. We focus on Personal Values and Strengths, improving both self and 'other' awareness. We look at evidence of improvement and reflecting on goal achievement; what is working; and, areas for improvement.

## SESSION 5 | 1:1 Coaching/Mentoring

Trust leads to honest self-assessment and discussion by now. Momentum and progress are now tangible. Self-esteem and confidence have improved through feeling and seeing growth. We begin to consider goals for the mid-term beyond the program.

## SESSION 7 & 8 | 1:1 Coaching/Mentoring

With a 2 to 3-month gap between sessions, there has been substantial opportunity for reinforcing and applying the learning and actions. Progress is confirmed and we commit to post-coaching goals and actions.

## Interviews & Pre-Work

Conditional on the style of engagement, we can meet with the employer, immediate leader or similar relevant people to gather information, background and context. We contact each participant/coachee providing details and context.

## SESSION 2 | 1:1 Coaching/Mentoring

Information and insights; what would success look like? Goals and actions are reconfirmed and agreed. We discuss preferred styles of learning and work further on self-awareness. Personal and professional traits and attributes are identified, and actions agreed for next month.

## SESSION 4 | 1:1 Coaching/Mentoring

Situational learning review and behavioural change - the coachee begins to see and feel success in action by this point. Confidence, skill and capabilities are improved through practice between sessions.

## SESSION 6 | 1:1 Coaching/Mentoring

Where applicable, we re-focus attention to influencing people and greater awareness of others. Elements of leadership; both strengths and ongoing development areas when working with teams and others is the emphasis.

## Wrap-up and Summary

With the organisation and coachee, we set goals for next period to focus on sustained improvement. Discuss benefits and potential ongoing support.



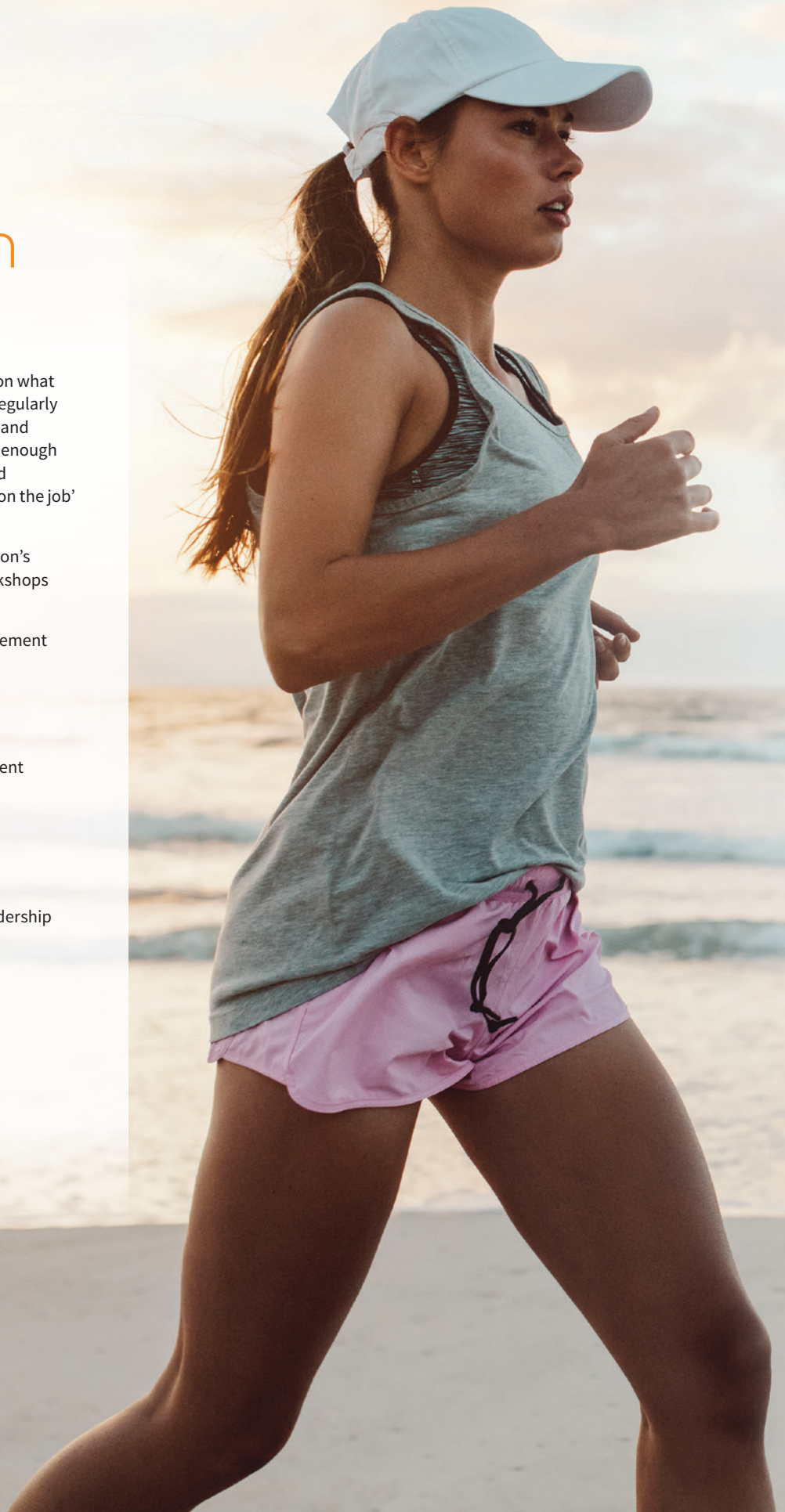
# Is training enough on its own?

The answer to this question depends on what you are looking to achieve. Although we regularly facilitate workshops, training in isolation and without reinforced learning is usually not enough to genuinely build sustainable change and improvement for most people. Learning 'on the job' is also inadequate on its own.

Themes and topics covered in CoachStation's people and leadership development workshops typically include:

- Understanding leadership and management
- Goal setting and action planning
- Development, coaching and feedback of self and others
- Communication skills
- Effective team building and management
- Building leadership capability
- Your customer experience knowledge and influence
- Personal profiling: self-awareness, acknowledgement and growth
- Meeting the challenges of modern leadership
- Developing your personal and professional brand and perceptions

**Improvement through coaching and mentoring, reinforcing the learning from training and team based workshops, provides the best opportunity for change and improvement.**



## CoachStation: Leadership, Coaching & Accountability REOWM Model

The behaviours, traits and skills required of a leader are many. Organisations should focus on developing leaders early and maintain the effort once in the role. Individual leaders must also embrace the challenge to grow and provide more to their team members and employer.

An example of the tools and models we have developed is the REOWM Accountability Model. This forms the basis for many of our conversations and coaching themes. It also helps to identify gaps in knowledge, behaviour and application.



### RELATIONSHIPS

Earn the right to have any conversation

Meet regularly for formal and informal discussions

Make 1:1's a regular part of your role

Be prepared to give something of yourself

Build self-awareness and emotional intelligence



### EXPECTATIONS

Must be understood, not just delivered

Ensure clarity and context in expectations

Set clear goals

Discuss team and business standards, goals and values

Be clear that these standards and expectations will be key to success



### OBSERVATIONS

Seek self-assessment and employee/client view

Clearly state what you have seen or observed

Provide feedback and examples

Be specific in your words, language and intention

Take ownership - rarely refer to what 'others' have observed



### WHY/IMPACT

Discuss how and why this matters?

Explain how the discussion content/theme impacts the:

- Employee
- Leader
- Team
- Business
- Goals & Actions
- Future
- Other



### MEASUREMENT

The outputs, outcomes and results must be understood

Know what inputs and actions have contributed to the results... and what needs to be expanded, changed or removed

Accountability is most effective, accepted and understood when there is clarity in the outcomes and results

The CoachStation REOWM Model is very effective when planning and conducting coaching sessions, in leadership and when holding people accountable. It is just as effective in developing accountability based on expectations that are sometimes viewed as subjective – an agreed expectation requires accountability, whether it is tangible or intangible.

## Talent multiplied by Investment equals Strength

To understand what makes a great leader great requires understanding of both leadership theory/concepts and willingness to practice daily. Knowledge is only the first step. Knowing is one thing, application and 'doing' is something more substantial again. These skills can be learned, as are most leadership traits and capabilities. You do not need to seek perfection, only improvement.

CoachStation's track record in assisting organisation's and people to get the best out of themselves, their employees and positively impact business results is exceptional. We know this because our

clients and customers tell us so. It is a privilege and one that we take very seriously, whilst allowing each relationship to develop to its most appropriate level. The ability to build genuine relationships and understand our clients' employees, teams and organisations is the CoachStation point of difference.

We recognise that every opportunity and client requires a unique approach tailored to meet their needs. That is why we focus on genuine partnerships, skill development, competence and results.



Sessions with Steve are enlightening, affirming and always exceptionally relevant. Steve's positive energy and genuine interest in where I am at personally and professionally is affirming and challenging (in the best way). He is skilled at very quickly and deeply understanding an individual, delivering timely hard truths and heartfelt encouragement with enthusiasm and purpose. My interactions with Steve have truly been game changing. Our first session was over 6 years ago when my former employer engaged him to provide leadership coaching to several individuals on the team.

After I left that role and co-founded Novum in 2017, Steve has been integral in providing the guidance, reassurance, and accountability we needed to successfully build a values-based company and assemble a team of talented, passionate, collegiate people. Steve's role has evolved into a formal leadership position at Novum. His role as our Senior Business Partner continues to flourish in step with our company's growth and success. As a mentor, coach and friend, Steve earns my highest recommendation.

**Joel Ridings, Director and GM**



# CoachStation

Leadership. People. Business Development.

We welcome the opportunity to meet and discuss your needs. We can also provide specific examples of success stories from previous clients. Their needs, situations and cultures may not be all that different to your own.

Contact CoachStation to discover how we can help you;  
your team and organisation truly succeed.

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