

LAIRA GOLD

In-house coaching provider



People first. Weekly, onsite, professional executive coaching, face-to-face or virtually, at your offices.

This is not: Mental health first aid, therapy, careers counselling or a nice chat!

This is: Developmental coaching, designed to support your people's inner leadership and their resilience within organisational life.

 www.lg-coaching.org

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About

The context

The backdrop of our digitised world, our always 'on' culture and the impact of Covid 19 means that many of the pressures and challenges your workforce experience are likely to be both complex and intense.

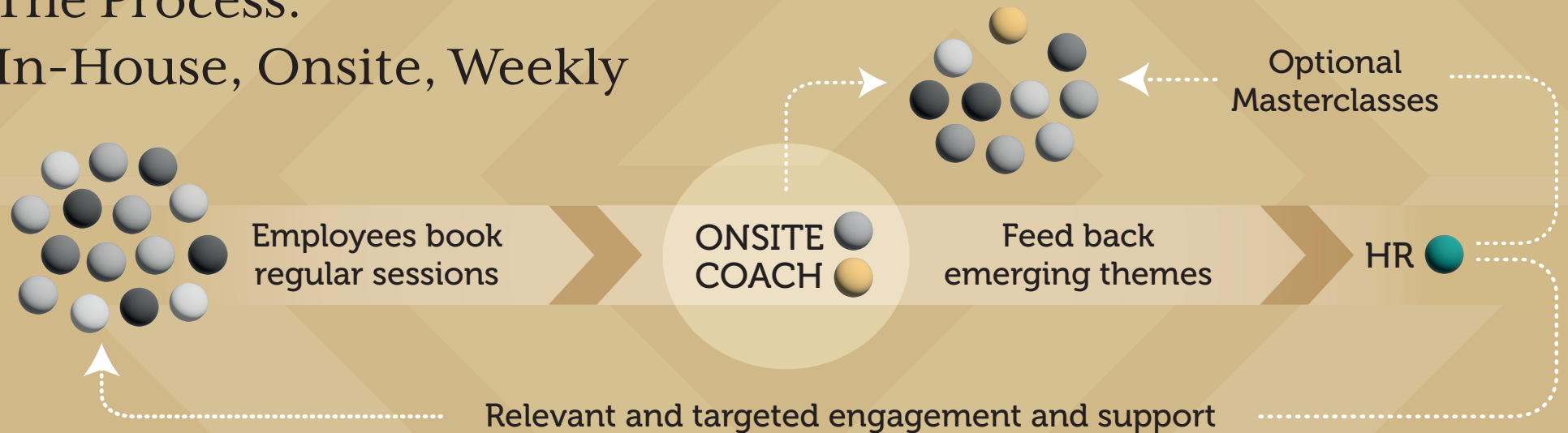
The purpose

Professional executive one-to-one coaching can help to relieve stress, improve quality of life, productivity, and develop the inner leadership of employees at all levels.

Who it's for?

Available to all levels of seniority, from entry level to C-Suite.

The Process: In-House, Onsite, Weekly



"High level themes are fed back to HR to support employee engagement and wellbeing strategy. Confidentiality will be upheld and maintained according to the Association of Professional and Executive Coaching and Supervisors (APECS) Code of Ethics."

Key features

Onsite: Available at your offices, face to face or virtually, without disrupting the working day or being put on long waiting lists

Available weekly: Employees can work with me as a one off or an ongoing basis

Proactive pre-engagement: Introductory workshops are offered to help build trust and uptake of the service

Inclusive: Not just a service reserved for top level management, available to all levels of seniority

Confidential: A professional accredited member, I am bound by the UKCP and APECS Code of Ethics

Feedback to HR: Coach feeds back key top level themes to help inform employee engagement and support strategy. Note: no identifiable information will be disclosed

Masterclasses: Can be offered to support employee development as key themes emerge from one-to-one coaching

Focus areas

One-to-ones



Return to work



Transitions



Personal brand of Leadership



Impact on others



Team dynamics



Relationships

Employees who are thriving in overall wellbeing have 62% lower costs compared with employees who are suffering. ¹

1. Gallup Consulting, Economics of Wellbeing, 2017

Masterclasses

Given emerging themes from one-to-ones, optional masterclasses can be offered in collaboration with HR.



Emotional intelligence



Communication skills



Giving difficult feedback



Stress management

A report published in the USA in 2001 showed the average ROI was 7.8 times the cost of coaching. ²

2. MetrixGlobal LLC, 2001

About Laira



- **First career at Morgan Stanley, Investment Banking, Canary Wharf, London, working within Institutional Equities Division, focusing on relationship development with Investor Relations Directors across the European Consumer Goods sector, ICM.**
- Corporate experience enabling me to understand first hand the stresses and pressures faced within organisational life.
- 16 years coaching corporate clients and in private practice.

- Long standing experience of being coached myself giving me keen insight into the client perspective.
- Ex Board Director of the Association of Professional Executive Coaches and Supervisors (APECS).

Modalities

NLP

Psychosynthesis

Mindfulness

Memberships & Affiliations

UK Council for Psychotherapy (UKCP) Accredited

Association for Professional Executive Coaching & Supervision (APECS), *Professional Member*

Community of Contemporary Psychotherapists

Leadership Development Framework (LDF) Authorised

Coaching clientele



Case Study 1

Developmental Coaching within a UK based Tech Start Up

Context: Head of Operations tasked with improving efficiency, driving profit and supporting the professional development and productivity of direct reports

Presenting issue: Anxiety, struggling with self-belief.

Methodology: 12-session coaching programme using the Leadership Development Framework (LDF) to develop coachee's understanding of leadership style and build confidence, encouraging clearer lines of responsibility between team and team lead.

Results: "My time with Laira has been career-changing for me. Laira took the time to get to the root cause of what was holding me back in certain areas, and in most cases it was myself. Releasing myself from the preconceptions I had in my head of what it meant to be a 'good leader' enabled me to stop spending so much time overthinking everything and start spending that time on more worthwhile activities. As a result, I was able to double the size of my team, lead my team to consistently hit our quarterly targets, as well as helping the company to exceed our yearly targets. I also received a salary increase due to hard work, and am on track for a promotion. It has been noted by our CEO and my direct reports how much I have grown as a leader over the past year, and a huge part of that is down to the coaching Laira has given me."

Coachee



Case Study 2

Leadership Coaching within a USA based Healthcare Provider

Context: Senior VP and direct report to CEO, leading a new team on a new project with multiple stakeholders

Presenting issue: Stress, interpersonal / team dynamic challenges, lack of self confidence in leadership ability.

Methodology: Development of personal leadership style through a committed 12 session coaching programme, utilising Robert Dilts's Logical Levels and the Five Dimensions of Leadership Model developed by Roger Evans.

Results: "The coaching with Laira enabled me to create and lead a trusting, cohesive team and to successfully complete a high-profile, complex project while staying in relationship with each other. Our ability to complete the project successfully raised the profile of my organisation within the broader field. She is a treasured resource!"

Coachee



What others say about working with Laira

“I feel incredibly supported by Laira and her very human-centred approach to coaching. I always enjoy our coaching calls – she uncovers new insights and really supports me with gentle questioning and discussion. She helped me see the value in my approach and, in doing so, gave me confidence in my abilities and enabled me to deepen my leadership practice. In exploring my leadership challenges she often picks up on threads I don’t and opens a challenge up a bit so that I can see it in a new way.” – *Coachee*

“I have no other words than life changing. Laira is a superb trainer making things easy to understand and giving the perfect amount of theory and practical teaching.” – *Trainee*

“Laira’s unflinching poise and manner of compassionate enquiry enables clients to really open to their edges with safety. Her intuition enables her to see what is blocking a client, and what is possible to reach towards through a committed coaching process. Rooted in an embodied presence, she brings a focus that en-courages action, building step by step towards stated goals, yet balanced with a gentleness that helps the coachee develop self trust and confidence”. – *Co-Facilitator*

“Laira has a refreshing disposition that brings together gentleness, confidence and authority without any need to push.” – *Coachee*

“I felt very comfortable with Laira’s non-judgmental open approach. She put us at our ease whilst raising questions for us and gently challenging.” – *Trainee*
