



GOALS

COACHING

SOLUTIONS

EXECUTIVE COACHING

Prepared by
Geoff Martin

Mindsets for Success



ThinkBig HR

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WHY COACHING?

” Executive coaching is aimed at supporting individuals with high-stakes jobs to excel and grow professionally. Coaches help executives make the necessary changes to increase their own performance and reach their goals. A coach will work on an executive’s skill set, allowing them to see new perspectives that may have been unavailable before. They can also build up their self-confidence and self-awareness through this process by providing valuable feedback.

Executive coaching has many potential advantages including increased self-awareness and self-confidence, enhanced emotional intelligence and empathy, self-regulation skills, motivation, career management, goal setting, problem-solving and identification, and organisational change. ”



ABOUT GEOFF MARTIN

Mindsets for Success



ThinkBig HR

“Geoff is an energetic, positive and inspirational executive HR Leader, Executive and Career Transition Coach who can positively turn any downside, whether business, or personal, into blue sky and value.”



Geoff Martin

Executive Coach
Career Transition Coach
HR Consultant
Facilitator of Transformation

Overview

Experiences range from HR Director of an ASX listed company in the return to work, disability and unemployment services sector as well as senior roles in the insurance and banking industries, executive and career transition coaching. Has led national HR teams of up to 16 people supporting client groups of up to 2,100 employees. Consulted to internal clients including Chairman of the Board, Board Remuneration & Selection Committee, CEOs and Divisional Chief Executives, CFOs, CIOs, and CROs. Has extensive M&A experience in due diligence and integration as well as restructuring and redeployment, off-shoring, and culture change. Commercially astute, with a background in relationship management to corporate clients in banking, as well as financial literacy as an executive of an ASX listed company.

Representative client engagements

- Delivered 1:1 career transition and executive coaching to over 800 employees at all levels including CEOs.
- Accredited in facilitation skills and delivered to numerous blue-chip organisations including the redesign of six workshops for an International Airline and regular onsite workshop delivery as critical support to assist it's workforce reduction of 5,000.
- Trained Area Managers at a top 2 Supermarket Chain during significant transformation.

Areas of Expertise

- Executive Coach
- HR Directorship of ASX Listed Company
- Values/Purpose/Change Expert
- M&A Due Diligence and Integrations
- Organisational Design
- Career Transition Coach
- Restructuring and Redeployment Specialist
- Job Interview Simulation Specialisation
- Facilitator

Levels Coached

- C-Suite Executives in ASX Listed Companies and Global Multinationals
- All levels of Management

Languages

- English
- Japanese (fluent conversational)

Industry Experience

- Banking & Insurance
- Not For Profit
- Career Transition
- Professional Services
- Health
- Injury Management
- Unemployment Services
- Corporate Mental Health Wellbeing

Functional Experience

- Human Resources
- Finance
- IT
- Program Management
- Legal
- Professional Services
- Allied Health
- Corporate Relationship Banking

Professional/Corporate Experience

- Executive Consultant, LHH
- HR Group Executive, Konekt Ltd
- National HR Manager, QBE Insurance
- Business Unit Head of HR, Westpac
- Corporate Banking Relationship Manager, Westpac

Education

- Bachelor of Arts Asian Studies, Majoring in Japanese Studies and Sub Major Economic History, Australian National University

Certifications and Training

- Executive Coaching Level 1 (Australian Institute of Executive Coaching & Leadership)
- i4 Neuro Leader Coach Level 2 (About My Brain Institute)
- Facilitator of Transformation Through Values (Corporate Evolution)
- Global Career Transition Expert Quality Delivery (LHH)

"GROW" COACHING PHILOSOPHY

The "GROW" coaching framework for coaching was developed in the 1980s by Sir John Whitmore and his colleagues at Performance Consultants International. He wrote the book *Coaching for Performance* (1988), which has been widely used for decades and one of the key methodologies used in Geoff Martin's Accreditation at the Institute of Executive Coaching & Leadership (IECL - www.iecl.com).

GROW is an acronym for the following components:

- Goal (aspirations)
- Reality (current obstacles or situations)
- Options (strengths, resources)
- Way forward (accountability and personal actions – what, when, by whom – the will to do it)

This model takes goal setting to a higher level. Well-set goals are inspirational and challenging. When reaching for a broader goal perspective with this approach, leaders are more productive, self-motivated, and fulfilled.

As a coach, Geoff Martin does not give all the answers to his clients, if many at all. Geoff asks the powerful questions that open their clients up to their own potential within this solution-focused framework. Empowered people don't need someone else to have the solutions; they are given opportunities to find solutions for themselves.

G	Goal	The Goal is the end point, where the client wants to be. The goal has to be defined in such a way that it is very clear to the client when they have achieved it.
R	Reality	The Current Reality is where the client is now. What are the issues, the challenges, how far are they away from their goal?
O	Obstacles	There will be Obstacles stopping the client getting from where they are now to where they want to go. If there were no Obstacles the client would already have reached their goal.
O	Options	Once Obstacles have been identified, the client needs to find ways of dealing with them if they are to make progress. These are the Options.
W	Way Forward	The Options then need to be converted into action steps which will take the client to their goal. These are the Way Forward.

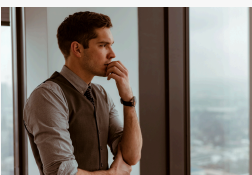
WHY DIAGNOSTICS?

Self-awareness is one of the key topics that Geoff focuses on. There's a reason for this, because self-awareness is the trigger for personal progress. People will continue to do things the same way they always have if they don't take the first step of realisation. Emotionally intelligent people are acutely self-aware. They are able to control their emotions as a result of this awareness, and move to transform their thoughts, behaviours and then impact and performance.



Manager/Stakeholder Feedback

Critical component of diagnostics, and the foundation baseline at the beginning of the coaching assignment



Coachee Observations

Critical desire to want to shift thoughts and behaviours as already enters coaching with an end goal in mind.



Coach Observations

Listening and asking the right questions allows Geoff to 'playback' insights and rich data



Third Party Diagnostic Tools

Geoff is an accredited coach in the globally respected Barrett Values Individual Assessment and the i4 Neuroleadership Multirater

BARRETT INDIVIDUAL VALUES' ASSESSMENT

The first tool in coaching Geoff Martin uses is the Barrett Individual Values' Assessment. The Barrett Model is the breakthrough work of Richard Barrett. Inspired by Abraham Maslow's Hierarchy of Needs and tested over more than two decades of real-world experience with thousands of organisations, the model identifies the seven areas that comprise human motivations. These range from basic survival at one end, to service and concern for future generations at the other.

It provides a proven and extraordinarily useful map for understanding the values of your employees, leaders, and stakeholders. Barrett Value Centre's Seven Levels of Consciousness services help an organisation's leaders to grow and develop by learning to master seven specific levels of personal consciousness. Whilst this assessment model is free for any individual to access, Geoff Martin is fully accredited in interpretation of results, and transformational coaching, having used these tools in companies in the Banking and Insurance, Healthcare, Cosmetics, Not-For-Profit and the Legal Sector.

SELF KNOWLEDGE
Helps you to think about what is important to you, what motivates you, and identify areas where you may want to develop further.

SELF DEVELOPMENT
Use the exercises and prompts provided to gain a deeper understanding of how your values influence you and to begin to consider areas for future development.

Self-Development: Exercise 1

In this exercise you are asked to choose your top three values from the ten you originally chose above and to start to examine why these are so important to you. Completing this will help you think more about how these values influence your actions and understand why you may respond in a certain way if someone acts in a manner that goes against one of these values.

<p>From the 10 values chosen above, think about the three that are most important to you? Write them in the spaces below.</p>	<p>Why do you believe that this value is important to you?</p>	<p>Recall a moment in your life when you really lived this value. What behaviours did you exhibit that support this value?</p>	<p>How might you react if this value was not being honoured by others? Describe your feelings, thoughts and actions.</p>
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Self-Development: Exercise 2

In this second exercise you are asked to think about areas to strengthen or develop, or values you would like to demonstrate more fully in your life. Completing this will allow you to start to build an action plan to support your self-development.

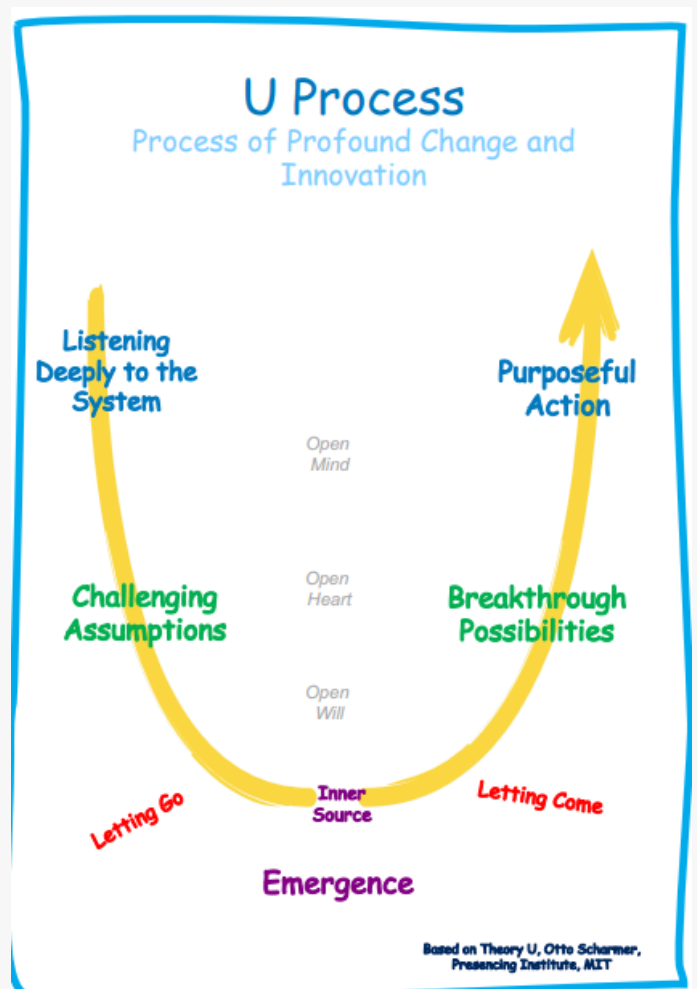
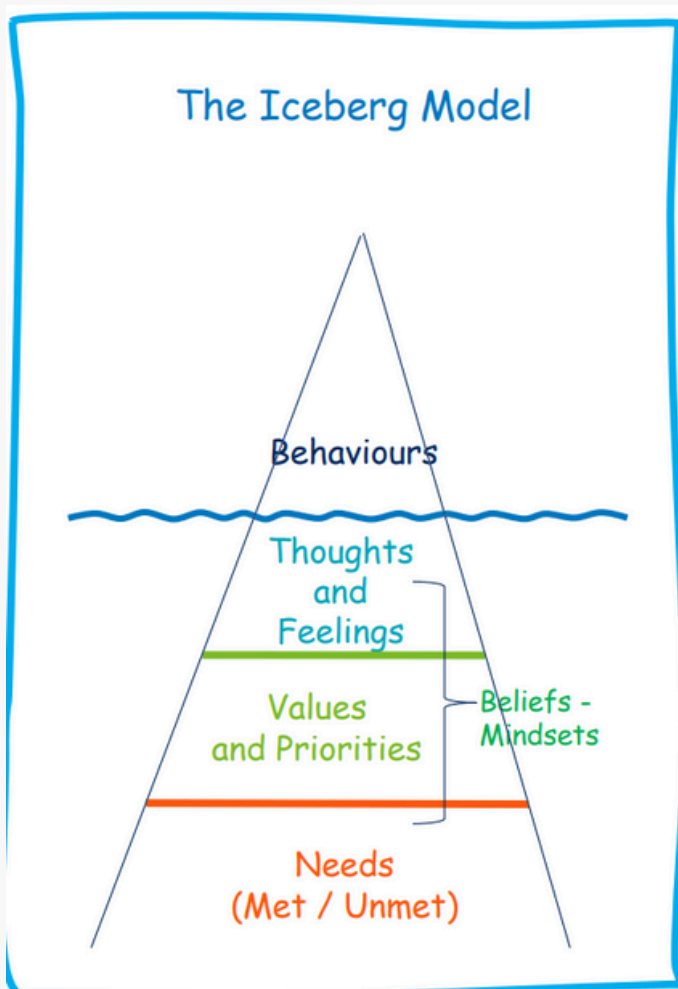
<p>From your selected values or the values listed below, choose up to three that you would like to live more fully.</p>	<p>What behaviours or actions do you already demonstrate which support this intention?</p>	<p>What could you stop doing to better support this value?</p>	<p>What could you start doing to help you demonstrate this value more fully?</p>
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VALUES ICEBERG COACHING

In supporting awareness of some of the fundamental thoughts, values and beliefs that governs human beings, Geoff uses the Iceberg Coaching Model as part of his accreditation as a Coach in Transformation Through Values (Corporate Evolution accreditation).

In conjunction with the Barrett Values Assessment, coachees have a greater insight in the belief system which served them well for many years, and deeper understanding of what unmet needs were driving these behaviours. With an understanding of that, participants are able to let go of beliefs that are actually getting in the way of self-actualisation, and help transform themselves to higher level of consciousness and productivity, and personal fulfilment.

It is critical to do this awareness and shift in mindset exercise before the Multi-rater Tool is deployed. It will make so much more sense to each individual to understand what behaviours have been driving their work and personal life, and hence with this new awareness, the Multi-rater results will make so much more sense.



I-4 NEUROLEADERSHIP MULTI-RATER PACKAGE

Included in the coaching package is the diagnostic i-4 NeuroLeader tool which not only provides 360 degree feedback on how each individual is perceived by their manager, peers and direct reports, this can be extended to family and friends for no additional cost. It's a 'whole of life' approach to the four competency pillars of Performance, Collaboration, Innovation and Agility. What makes this model unique, is that it uses science to implement brain friendly initiatives, that optimises neural pathway changes leading to changed outcomes.

Included is:

- The i4 Neuroleadership 20 hour self-paced online Course
- Electronic Printable Course WorkBook
- The 500 Page e-Book "Leadership is Upside Down" – By Silvia Damiano
- Full 360 Degree Rating Report (70 Pages) for the key competencies aligned to the four Brain Friendly Pillars to be a better leader
- Choose your raters – Manager, Peers, Reports, Friends and even Family, plus Self Rating.
- 6 Dimensions in feedback. Not only a work tool, but Work-Life Balance Feedback tool



GOALS & OBJECTIVES

The two executive programs each centre on Manager/Stakeholder feedback and progress reporting and a tri-partied relationship throughout. Geoff will interview the manager or key stakeholder investing in the program to ascertain the brief, what the current situation looks like, what strengths and gaps they identify in the coachee, and most importantly, if nothing changed, what would be the impact on the individuals, and the organisation, and if change occurred, what benefits will these bring, and how will they be measured.

For the Coaching to Action Program (C2A), Geoff will coach the individual through their diagnostics to develop interventions to achieve growth. Upon conclusion, they will share with their manager, together with any quick wins, with our without Geoff (who can catch up separately with the manager after). The coachee and the manager will then agree on incorporating this into their normal 1:1s and development conversations.

For those taking up the Coaching to Results Program (C2R), Geoff will ensure feedback from the tri-partied meeting will be incorporated into any program modification, and a basis of discussions for further executive coaching for the remainder of the program. At the end of the program a wrap-up session will be organised with the manager/stakeholder for the coachee to demonstrate progress to date, measures of success, and carryforward of any further development. This meeting can be attended by Geoff, or in lieu of this a subsequent wrap up meeting directly with the manager.



COACHING PROGRAMS



Coach To Action - C2A

Includes stakeholder brief, introductory chemistry meeting with coachee and a further 8.5 hours of coaching up to 4 months in total. 1:1 meetings will be for 90 minutes and review meeting with manager 1 hour. Uses Individual Barrett Values' Assessment, Iceberg/U Theory Coaching, and launch of 360 Degree i4 NeuroLeader Multi-rater tool, and debrief on results. i4 Neuroleader 20 hour supplementary course is also included. An action plan around diagnostics, feedback and originally agreed outcomes, is agreed and discussed with manager for adoption.



Coach To Results - C2R

This program is an extension of the Coach to Action Program (C2A) and incorporates the feedback from the tri-partied meeting at the end of that program into a further 4 months of coaching. These will be four 1.5 hour 1:1 sessions and 1 hour tri-partied meeting with the manager (7 hours in total) A final meeting to be held between coachee and manager to address the results, successes, and identify further development initiatives. Manager may meet with Geoff separately if a tri-partied meeting is not preferred.

PROGRAM COMPONENTS



Whether choosing a C2A or C2R program, or extending C2A into a C2R program, the following framework indicates the flow of the coaching program over approximated timeframes.

* Timeframes may differ and be shorted or extended subject to mutual availability

Week 01-02

C2A

Client Brief

- Initial Brief
- Gaps and Measures of Success Agreed
- Coachee Chemistry Meeting Set-Up

Week 01-02

C2A

Chemistry Meeting

- Meet with coachee to get to know them, and discuss the brief
- Coachee to decided if good fit to proceed

Week 03-05

C2A

Session 1 (1.5 hours)

- Explanation of process
- Roles & Responsibilities
- Goals/measures of success established
- Personal Values Survey Initiated

Week 03-05

C2A

Session 2 (1.5 hours)

- Values Survey Results Debrief
- Initial Reflection of Goals/Measures from last session

PROGRAM COMPONENTS



The following framework indicates the flow of the coaching program over approximated timeframes for both the C2A and the C2R Programs.

* Timeframes may differ and be shortened or extended subject to mutual agreement

Week 06-07

C2A

Session 3 (1.5 hours)

- Values Survey Action Planning
- Values Iceberg Coaching
- Values U Theory Breakthrough
- Multi-rater Invitations (by Geoff)

Week 09-10

C2A

Session 4 (1.5 hours)

- Multi-rater debrief
- 20 hours i4 Neuroleader Course launch
- Development Planning

Week 11-12

C2A

Session 5 (1.5 hours)

- End Point Review for those on C2A Program
- Mid Point Review for those on C2R Program
- Coachee to prepare for Manager meeting on development plan using all key inputs and findings. Identify quick wins

Week 13-14

C2A

Session 6 (1 hour)

- Coachee & Manager Review of Development Plan
- Geoff to attend meeting, or separately with Manager afterwards



C2A Program ends, with full ownership of Development by Coachee & Manager, or extension to C2R program, or continuation as C2R Program

PROGRAM COMPONENTS



The following framework indicates the flow of the coaching program over approximated timeframes for both the C2A and the C2R Programs.

* Timeframes may differ and be shortened or extended subject to mutual agreement

Week 17-18

C2R

Session 7 (1.5 hours)

- Validation of Coachee/Manager Meeting outputs
- Revision of Development Plan
- Ongoing Executive Coaching

Week 21-27

C2R

Session 8 & 9 (3.0 hours)

- Ongoing Executive Coaching

Week 30-31

C2R

Session 10 (1.5 hours)

- Coachee to develop Success and Outputs and ROIs in preparation for Manager Meeting

Week 33-35

C2R

Session 11 (1.0 hours)

- Coachee & Manager Review of Program Outputs & agree next development steps
- Geoff to attend meeting, or separately with Manager afterward

C2R Program Completion

W
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T


COACHING PROGRAMS PRICING TABLE

Both Programs as presented in this proposal:

Coach to Action

\$4,000

- Diagnostics leveraged into actionable plan and initial quick wins
-
- ✓ 8.5 hours of coaching
 - ✓ Up to 4 months
 - ✓ Values Assessment
 - ✓ Iceberg Coaching
 - ✓ 360 Degree Multi-Rater & Debrief
 - ✓ Supplementary 20 hour Online Course
 - ✓ Development Plan Established to Use with Manager
 - ✓ Triparty Meeting, or Coach follow up with Manager

Coach to Results

\$3,000

- Coach to Results to help sustainable change in agreed development interventions
-
- ✓ Additional 7 hours of coaching
 - ✓ Additional 4 months
 - ✓ Picks up from C2A Program
 - ✓ Coaching around interventions
 - ✓ Coachee Outlines ROI for Manager
 - ✓ Triparty Meeting, or Coach follow up with Manager
 - ✓ Can be purchased as a standalone 7 hours of coaching over 5 sessions without dependency of doing C2A Program prior

TERMS & CONDITIONS

01

Billable upon completion of Session 1 with Coachee in both C2A and C2R programs.

02

30 Days terms. GST is additional if applicable.

03

Any out of pocket expenses or third party costs will be quoted in advance and charged at cost.

04

A minimum of 24 hours notice is required to reschedule a session otherwise the session can may be forfeited from the total hours with exception to condition 05.

05

One cancelation within 24 hours for extenuating personal or business reasons is accepted for either of the two programs



NEXT STEPS

To engage Geoff Martin's services please call or email Geoff and discuss your preferred options. An engagement letter will be sent out and meetings set up.

Geoff is happy to discuss other services available including Organisational Values Mapping to individual collective values strengths to help co-create a changed culture, with Purpose, Values and Behaviours.

Geoff is also accredited as an organisation facilitator in Transforming Thought Values and the i4 NeuroLeaders Course Workshop