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Innovative business offering just-in-time coaching for managers

Coaching on Call is a unique UK based business that gives managers expert practical telephone coaching just when they choose.

At a time when organisations are putting their managers under extraordinary pressure to deliver, Coaching on Call leads the way in providing a straightforward means to keep them focused, productive and motivated.

Kaaren Brook and Ruth Paris, both experienced organisational development coaches, have collaborated with IT expert Dr Ian Gregory to develop the concept. Ruth Paris explains, 'we recognised that often the managers who are tasked with translating corporate strategy into practice are often struggling with complex challenges and pressures in their day to day activity. We know that coaching can support massive performance shifts yet the expense and style of executive coaching means that this recognised support is often not extended to management. The conundrum we faced was how to bring the dramatic benefits of coaching to managers in a timely, measurable and cost effective way – and so the idea of Coaching on Call was born.'

Leadership and development professionals agree that the time is right to identify a diverse selection of learning interventions which complement each other. Increasingly, managers are responsible for their own learning. Coaching on Call is a vehicle for managers to be empowered to determine and resolve their own needs.

At the same time Coaching on Call gives L&D sponsors the data they need for evaluation and peace of mind. An important and significant part of the Coaching on Call package is the secure internal audit trail. As well as providing general statistics and quality control detail, the audit trail will provide vital evidence of existing and emerging trends and issues for business analysis.

Access to professional coaches is a vital element to Coaching on Call's success. 'A factor we considered was the maturity of the coaching profession. We felt it is now well placed to provide sufficient qualified, experienced coaches to deliver the quality of effective coaching we need – something that would not have been possible even 5 years ago', observed Kaaren Brook. The coaches are very enthusiastic about this new opportunity to share their executive coaching expertise with a wider population. Liz Veecock, a Coaching on Call coach commented, 'I'm delighted to be able to reach out to managers and extend to them the enormous benefits of coaching, especially as they often find themselves at the sharp end of business challenges'.

Time efficiency is a crucial aspect of what Coaching on Call offers. A manager who is becoming stressed, stuck or confused can, within 10 minutes, be having a 30 minute telephone coaching conversation that will

immediately offer the opportunity to think through the situation and identify a practical way forward. Because Coaching on Call is direct, personal and confidential, managers themselves take responsibility for staying productive in a way that gives them confidence and accelerated performance.

Coaching on Call brings together a practical mix of modern technology and management development expertise. The result is being welcomed in the market both by coaches and corporate clients looking for measurable performance advantage.

For more information on Coaching on Call, visit www.coachingoncall.co.uk or email kaaren@coachingoncall.co.uk for further information.