



## Company Overview

The Executive Coaching Studio  
Business Innovation Centre  
Binley Business Centre  
Harry Weston Road  
Warwickshire  
CV3 2TX

Tel: 0800 849 6732

Web: <http://www.executivecoachingstudio.com>

## The Executive Coaching Studio

What we do...

**The Executive Coaching Studio has been working with a wide variety of clients (both large and small) in the UK and internationally for several years.**

We specialise in providing:

- Executive coaching
- Business coaching
- In-house management training courses
- Open courses
- Management & leadership development programmes
- HR consulting

We provide a wide range of coaching and training programmes that will enable your top management to maximise their potential by gaining or refining their skills.

Our team of highly skilled and experienced coaches and consultants have all had distinguished careers in senior management roles and bring with them a wealth of practical experience to each assignment.

At the Executive Coaching Studio we will design and deliver a coaching solution that suits your specific needs addressing the issues and requirements from your brief that best fits your culture, learning style and ways of working.

Our programmes are delivered when and where you need them!

We believe that coaching should be fun, highly interactive and provide “real world” practical techniques and methods that you can use back in the office – and that’s exactly what we provide.



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## Our Staff...

Founded by leading International Coach and Trainer Sean McPheat, Sean and his team have helped **businesses, managers and executives** from over 25 countries around the world with their performance issues and personal development.

So whether you are looking to improve your **sales performance, productivity, planning, interpersonal, leadership or motivational skills** we can help you.

### Sean McPheat Leadership Development



Sean's passion and expertise is in designing and delivering soft skills management courses and programmes and he would be delighted to help you and your staff learn the techniques, knowledge and actionable strategies to get the results that you are looking for.

Sean has also appeared on TV on several occasions as an expert in the field of personal and professional development. He is also an author of courses for Home Learning Direct for the topics of human resources and training and development - so if you take any of their HR distant learning courses, chances are you are reading Sean's material! His latest project is designing and writing a BTEC diploma in HR Management.



CNN Live Interview



ITV Central News



BBC Celebrity Coaching

Sean's high energy and motivational style will ensure that you and your staff have a memorable learning experience focussed solely on giving your staff the skills to apply back into the workplace.

As well as delivering management and leadership skills Sean also specialises in delivering Train The Trainer courses and is well known for helping **TV and showbiz personalities** with their communication and presentation skills including TV presenters, Big Brother evictees, professional footballers and top public speakers.

"Sean's style was excellent and really made me want to learn more. It was upbeat, energetic and fun"

Olivia McLaughlan - District Manager - Claire's Accessories

"Thanks to Sean's wonderful tips, techniques and his humour and approach I was able to understand what I needed to do back in the workplace to run effective meetings. The practical exercises were fun and I really got some meaningful learning out of each one - Sean had the uncanny knack of being able to make learning an enjoyable process for the whole 2 days. Thanks!"

Ian Dobson - Communications Manager - Lloyds TSB

"I had a really great time and it will be really useful going forward. Was exactly the insight and catalyst I needed to step up my game. A very good course"

Steven Wyer - Data Governance Manager - Capital One Bank

"The course was exceptional. What I liked about it was that it was very good information, funny, affirming (as individuals and as a group), practical and has benefits far beyond the content. The facilitation was excellent. Thanks for all this. You are an exceptional person Sean and it was great being on the course"

Susan Grant - Manager - Duni

"A really BIG THANK YOU Sean. The course was BRILLIANT. I really did appreciate all your help and training getting me over the final hurdle - I couldn't have done it without your encouragement and input, it was as you say AWESOME"

Ian Daniels - Manager - Greencell

"After the training had finished my manager could not believe the impact that Sean had on me. He thought he had employed another person!"

Phil Hayman - Head Buyer - Faccenda

Sean's commitment to his fresh, hip and trendy approach to the way he trains is surpassed only by his passion to make a difference to your business and to provide your staff with a memorable training experience.

## **Mark Williams Management Skills, Sales and Communications**



Mark specialises in the design and delivery of management training courses and development programmes. As a management and leadership specialist, Mark is always in great demand and he has managed programmes across the UK, Europe, Japan, China and the Middle East.

Mark's dedication to providing tailored, bespoke solutions is matched by his positive attitude, experience and practical approach to every event that he delivers.

## The Executive Coaching Studio - Overview

Experience a training course where Mark has been the facilitator and the delegates will go away with a toolbox set of practical skills that they can use in the workplace allied to a varied approach to the actual delivery of the course content that includes accelerated learning, multiple intelligences, emotional intelligence and weird and whacky activities that enhance the learning experience and enjoyment for each delegate.

Mark also revels in the post-course email and telephone support that we offer our attendees and is often found on the phone or writing emails to give some personal help, guidance and mentoring for a delegate.



Recent pictures from a Modern Managers Development Programme delivered in Amman - Jordan.



Here are some comments from Mark's courses:

"I found Mark to be an excellent communicator. He clearly knows his subject having studied it for over 20 years! His style was both informative and fun and he had the whole room's attention"

Judy Clarke - Defence Academy - Joint Services Command & Staff College

Thanks for the course, it was great. Rest assured, I wouldn't have any problems recommending the course to my fellow managers. I found it extremely useful and thought provoking and thought Mark was a great facilitator and tutor"

Garry Cochrane - Account Manager - Fine Ltd

"There were no switch off spells as the course was excellent. The presentation style was both friendly and humourous. I now have a method of structuring my management style and have a great understanding that different people need to be motivated in different ways"

Bakhtiar Hanan - Head Of Buying - Videogames - Toys R Us

"The sections on coaching and managing conflict were excellent. The module enabled me to learn how to develop my team members and also work on my weaknesses as a leader. The course met my needs completely"

Julie Parris - Team Leader - Pfizer Ltd

"I found the whole course to be very interesting indeed. I can now approach my staff with confidence in a way that will work! The course was very useful and Mark (the trainer) was informative, open and approachable"

Simon Harper - Head of Design - Maritz Ltd

"The course was really helpful. I had never done any coaching before but I can certainly see the benefits of it. Mark used effective ways to communicate with the group and was easy to talk to. Thanks!"

Sarah Jones - Sales Office Supervisor - Roland UK Ltd

## **Nancy Kazdan** **Sales Training & Leadership**



Working with Chairman, CEO's, Senior Management and Line Managers, Nancy has consistently demonstrates measurable results. Enterprises both mature and start-up have received Nancy 's market driven growth strategies, coaching and training including:

1. 32 Banking, Broking, Insurance, Retirement & Investment organisations
2. 14 Technology and Media organisations,
3. 22 Small Businesses ranging from arts to manufacturing in the United States, Australia, UK, Hong Kong, Jakarta and Singapore.

### **Recent projects include:**

- Lifestyle Financial Services business development coaching and sales training for individual planners to increase revenue with improved interpersonal communication skills leading to improved telephone cold calling skills.
- Deutsche Asset Management Retail Sales Strategy, Interactive CD & CRM Training & Development increasing Funds Inflows with international equity and hedge funds by \$20m per month for 7 months after the two day training program and on-going coaching.
- Deutsche Equity Lending turnaround for sale including book retention of \$330M and created new sales in six weeks of \$39.8M leading to a total book value of \$369.8m. Including telephone scripts, national advertising

campaign, broker and financial planning distribution strategy and implementation.

- Developed business requirements for Deutsche Asset Management Customer Relationship Management (CRM) Systems (Siebel Systems) Retail Sales Measurement & Management to track sales performance and deliver management reports to manage and improve the sales effectiveness.
- PricewaterhouseCoopers strategy and sales development coaching and training for new partners.
- JP Morgan Ord Minnett Institutional, Private Broking, Futures, Derivatives and Margin Lending sales coaching, training, differentiation strategy and business planning for 570 brokers with an increase in revenue of 20% in 10 months.
- Created a web based Client Retention & Marketing Strategy Planning documents and a Client Satisfaction Survey for Financial Wisdom Advisers to assess client satisfaction and develop recommendations to improve their business and win new and current customer business.
- St George Banking Corporation Customer Wealth sales and interpersonal coaching and training for 150 Financial Planners.
- St George Customer Wealth Financial Planner cross selling risk insurance products – term life, TPD, business expenses, income protection, trauma.

## **John Spencer-Ades Leadership Development & Sales Training**



John is a highly experienced trainer, coach, facilitator and speaker who demonstrates enthusiasm, energy and passion as well as subject expertise.

Bright, articulate and well travelled, John has a wealth of experience that enables him to connect with anyone and everyone, and his references are outstanding.

With a global track record of success, John will ignite any training intervention, and delegates will achieve their learning objectives in an enjoyable fashion.

Internationally experienced – John has worked in 23 countries and has lived in the UK, Europe, USA, Canada and South America.

**Relevant Qualifications:**

- Certificate, Diploma and majority of Masters Degree in Sales and Marketing Management (MA) – Dissertation remaining.
- BA(Hons) Business Studies and Catering Management.
- Diploma in Industrial Psychology
- Diploma in Performance Coaching
- Diploma in Life Coaching
- Accredited DISC practitioner
- Accredited ThirdEye practitioner (MBTI derivative)
- Accredited Insights practitioner and trainer
- Accredited TPI practitioner and trainer

**Relevant Speaking Engagements:**

- VisIT – Earls Court, Olympia and NEC - Effective utilization of the flexible workforce. Audience of 2500
- Microsoft Channel Partner Conference, London – 2002 – The impact of accredited training on staff retention. Audience of 200
- BHIO – 2004 and 2005 – Annual Sales and Management Conference. Psychology of Effective Human Interaction and Managing Performance Management. Audience of 90

**Previous And Current Assignments include:**

**Panasonic**

Management development programme – developed and delivered for Panasonic for their internal 'high flyers' and 'rising stars' that was also sold on by Panasonic to their own Clients (Panasonic run their own commercial L+D centre), including Gillette, Westminster Healthcare et al.

**Mitsubishi Electric**

Sales, Sales Management and Soft Skills development programme (Presentation Skills/Time Management/Delegation etc).

**Cisco Systems**

(Pan EMEA sales and sales management training)

**Getronics**

(Holland and UK - Sales Management Training)

**Telindus**

(Paris, Amsterdam and UK) - Sales Management Training

**Association of British Ports**

Commercial Negotiation Skills Programme

**Pirelli Cables**

Planning, Organisation, Decision Making, Delegation, Time Management, MS Outlook, Presentation Skills, High Impact Presentation Skills.

**Sanofi Pasteur MSD**

High Impact Presentation Skills and Presentation Skills for Executive Management.

**Goldsmiths**

Management Development Programme

**Brian Perry**  
**Leadership Development & Performance Man**



Brian brings a wealth of experience to organisational change and people development and is comfortable operating at effectively at all levels of private and public sector businesses, regardless of their size.

He has helped Organisations, Teams and Individuals to improve their performance by establishing not just what needs to change and why but how the changes need to be effected. One of the hallmarks of his reputation with clients is his ability to transfer skills to the team throughout the implementation process.

With his relaxed and pragmatic approach, he works with Organisations to identify their vision for the future and helps bring that vision into reality.

He understands and appreciates that satisfying a vision can only be achieved by effective leadership and people management. Brian has significant experience of helping individuals to take greater control of their personal development, and has designed and facilitated a variety of development events. He utilises a significant range of feedback tools and is qualified to use a variety of psychometric tests.

**Training Expertise:**

- Performance Management
- Team Building
- Translating business strategy into practical action ? Culture development within organisations
- Leadership development
- Communication consultancy
- Facilitation / behavioural and attitude change
- Behavioural Training

## The Executive Coaching Studio - Overview

- Customer relations Management
- Psychometric Testing

### Previous Assignments include:

- Developed and facilitated a culture change programme to improve business performance and team and personal behaviour.
- Visioning, leadership and team working initiatives.
- Trained 300+ managers covering Leadership & Personal Effectiveness for major High Street Retailer. An experiential learning process utilising the outdoors.
- Aligned job responsibilities and accountabilities to fit with the vision and values of the organisation.
- Established an appropriate organisational culture for a 'greenfield' site and designed recruiting processes appropriately aligned with the requirements of the culture.
- Aligned teams to fulfil a common purpose.
- Designed and implemented individual performance appraisal schemes.
- Achieved excellent customer service initiatives.

### Client list includes:

- Argos
- Exel
- Barclays Bank
- Royal Bank of Scotland
- Atkins
- Norwich Union
- Primafruit
- Wakefield Metropolitan District Council
- Huntingdonshire Regional College
- King Edward VI Sixth Form College
- Millview Medical Centre
- Harrowby Lane Medical Centre
- College of West Anglia
- William Blythe

### **Qualifications and Affiliations.**

Brian holds the British Psychological Society Statement of Competence in Occupational Testing (level A & B) and he is an accredited user for Psychometric Testing including:

- Myers-Briggs Type Inventory (MBTI)
- Occupational Personality Questionnaires (OPQ)
- Firo-B
- Occupational Culture Inventories (OCI)
- Life Styles Inventories (LSI)
- Strong Interest Inventory and Thomas International

He is a Chartered Member of the Chartered Institute of Personnel and Development and holds their Diploma in Training Management.

## **Jan Brause Performance Management & Coaching**



Jan is a professional coach, trainer and consultant with over 20 years experience in Personal Development and Corporate Management operating at senior level across both the private and public sector. Jan has a passion for learning and personal growth and loves to see others develop and improve their performance.

Her focus is on enabling others to work towards the professional and personal life that they desire and more importantly to enjoy the journey along the way.

Over the last 15 years Jan has been working with businesses, effectively identifying employees training and development needs and designing and delivering appropriate solutions. These have been primarily in the areas of, personal development, coaching, management development, communication and stress prevention. Her work is underpinned by the principles of Neuro-Linguistic Programming (NLP) and Accelerated Learning.

Jan 'walks her talk' by continually researching and updating her own skills and capabilities. She is a member of the Association for Coaching and part of a supportive coaching community. She is also a member of the Chartered Institute of Personnel and Development and the Chartered Institute of Management.

Individuals say that Jan challenges their thinking, gives them new insights on old perspectives and is always supportive. Businesses say that Jan is professional, creative, helps people to feel valued and is focused on performance improvement.

### Qualifications and Training

- Accredited High Performance Coach – trained by Graham Alexander
- INLPTA trained Master NLP Practitioner
- Licensed SDI® Facilitator
- First Class Honours Degree in Psychology gained with the Open University
- Member of the Association for Coaching and their International Peer Group, the Chartered Institute of Personnel and Development, the Institute of Management and Women in Management
- Graduate Member of the British Psychological Society
- Associate and Committee Member for the Professional Speakers Association

### Read what delegates have to say about Jan

" Jan worked closely with me to develop a specification for a team building programme, which would incorporate active learning methods, closely matched to the needs of my new company. I greatly value her positive, creative approach and my staff feedback was excellent. We have subsequently built on the approaches which were introduced and have achieved positive outcomes in team cohesion and productivity as a result"

Norah Keany-Corr - Strategic Development Manager - NTP Transmit

"Jan quickly understood and captured the essential learning outcomes from the design brief and has delivered an action oriented and stimulating programme that has consistently received positive feedback from staff and managers."

Jonathan Broadhurst - Training & Development Manager - York St John College

### Some Team Leader feedback comments:

"Jan made me really look at myself to see what kind of manager I could be"

"Jan helped me to realise that I have the ideas for myself and that I am able to find them if I dig deep enough"

"Jan gave me the tools to be able to problem solve for myself and continue to do so into the future"

"Jan consolidated the learning from classroom based modules and brought it to life in the workplace. An excellent exercise"

## Our Clients...

Our coaches and consultants have helped staff from:

118 118 Directory Enquiries	Hygrade
Arab Bank plc	Jaguar plc
AR Group	Jaguar UK
Barclays plc	John Lewis Group
Bennett & Co	Johnson and Johnson
BMW	Kirklees School Effectiveness Service
Birds Eye Walls	Kodak
Bradford and Bingley plc	Learning & Skills Development Agency
British Board Of Film Classification	Learning Partnerships
British Gas	Leisureforce
British Telecom	Lloyds TSB
Business Link South Yorkshire Capital	Lorien plc
One Bank	Maritz
Capita TVL	Marks & Spencer
Centrex	Mitchell and Butlers
Claire's Accessories	MOD – Joint Services And Command College
Coca Cola	Moy Park
County Council – Kent	National Probation Service
County Council – Worcestershire	NEC Europe
County Council – Cumbria	Nestle
Danone Foods	NTP Meridian
Department of Work and Pensions	NTP Transmit
Domain Technologies	Opportunity Housing Trust
Derbyshire Police	Peugeot
District Council – Malvern Hills	Pfizer
District Council – Fenland	Phillips plc
District Council – West Lancashire	Renault Motor Company
District Council – Wakefield Emmetts	Roland
European Commission	Serono (Switzerland)
Exxon Mobil	Spa Housing Association
Faccenda	Staffordshire Police
Fastlink	St Thomas's Day Schools
First Group	SRM Ltd
Ford Motor Company	Terminal 5 Project Heathrow
Ford Of Europe	Toys R Us
G Costa	Tropicana
Geest	Unilever
Gerber Foods	University of Huddersfield
Gift Fundraising	Waitrose
GroundWork	York St. John's College
Halfords	Zen Internet
Health and Safety Executive	
HM Prison Service	

## **What makes us different...**

### **1. We Provide Custom Designed Coaching Solutions Centred Around Your Exact Needs**

We offer a comprehensive service whereby you are able to discuss your coaching requirements and brief with a dedicated coaching expert who has the knowledge and the experience to design a custom made event that will completely meet your needs and objectives.

We also offer a variety of pre-course assessments about the specific coaching requirements of your staff, as well as post-course evaluations covering what they have taken away from the coaching as well as gathering feedback about their coaching experience.

Most organisations are under pressure to determine the effectiveness of their coaching and training events and we are positive that your company is not an exception, therefore we offer a range of tools and assessments, including a 360° in-house evaluation system that will enable you to answer the question "Did the coaching work?"

### **2. Our Work Is Consistently Rated 9.2 Out Of 10 On Our Feedback Forms And 100% Of Our Clients Say That They Would Use Us Again**

The proof of the pudding is always in the eating as they say and we are very proud of the standards and quality that we set for our coaching, training and consultancy services.

Therefore, we are delighted that our hard work and commitment to excellence has been evident in the feedback that we get from our clients and delegates.

So much so, that after delivering thousands of days worth of coaching and training each and every year for the past several years, our events are rated on average 9.2 out of 10 and 100% of our clients say that they would use us again!

We aim to keep raising the bar and setting higher and higher standards in the world of training and development.

### **3. We Only Supply The Very Best Coaches For Your Event**

Only the very best coaches and trainers will work with your staff.

Each of them have been hand selected based upon their skills and experience, their standing in the industry, the range of alternative delivery methods that they have and also on their ability to deliver compelling, vibrant, fun and effective sessions.

We believe that learning should be fun and effective.

When the two go hand in hand you create a powerful learning experience that will remain with the delegates way beyond the actual event itself.

We adopt a policy of continuous improvement with all of our coaches. We invest heavily in all of our trainer's skills, abilities and in the very latest learning and development techniques to ensure that our courses remain cutting

edge at all times.

#### **4. Unlimited Post-Course Email & Telephone Support**

Something that we believe strongly in is the ability to help your staff implement and develop the skills that they have learned into their everyday working lives.

To that end we offer unlimited amounts of post-session email and telephone support from your coach and our team.

If any delegate needs some advice or guidance on a work related issue they can email or call us for some personal tuition, tips and techniques to use – this comes as standard with every course and there is no additional charge.

Each delegate will be issued with a unique email address and telephone number to use for this service that will be routed through to our coaching office.

They will ensure that your email/call will be answered promptly and with the level of information that you are after.

Our service level promise to you is to get back with some answers and advice within 24 hours – this is usually achieved a lot sooner.

#### **5. We Offer You Great Value For Money**

Our coaching programmes start from as little as £795 per day. This provides incredible value for money especially when you bear in mind that the cost includes:

- All of the preparation time required in order to gather your requirements and to get an understanding of your needs.
- The time and expertise required to design and develop your sessions
- The delivery of your event by a highly experienced and specialised coach
- Top quality materials, manuals, handouts, assessments etc
- Lifetime unlimited email and telephone support after the event
- Providing feedback on the success of the event and on individual training development needs
- Course certificates

From the list above you can see that we offer amazing value for money.

#### **6. Our Delivery Methods Will Ensure That Your Event Is A Success Or Your Money Back**

Learning is all about remembering.

To make our sessions and the content memorable for all of our delegates, we use a wide variety of delivery techniques.

These techniques are specifically designed to enable our delegates to have an enjoyable learning experience, one that will remain with them long after the event itself.

These techniques include models, accelerated learning techniques and emotional intelligence to name but a few.

Attend one of our courses; then implement and use the strategies that you will learn and if you do not see measurable, tangible results in your performance then we do not deserve to keep your money - we will give you a full refund.

No other company offers such an iron clad, results based guarantee - but they should!

## **7. We Provide Flexible Solutions For Your Coaching Needs**

Over the years we have delivered hundreds of bespoke coaching and training events covering a wide range of subjects.

We have facilitated large-scale executive coaching programmes in Jordan and Saudi Arabia through to running coaching sessions for TV presenters and Premiership footballers!

No job is too big or too small. We are completely flexible with our solutions - this gives you a great deal of choice and flexibility.

Here are some examples of tailored coaching solutions we have designed and delivered to give you a flavour of the diverse range of solutions we can cater for:

- An "Executive Coaching Development Programme" in Jordan for the Middle East's top executives.
- A 12 month "Coaching For Managers" programme in Birmingham for Claire's Accessories Senior Managers
- "Coach the Coach" programme for Kent County Council
- A 6 month "Management Development Programme" for Malvern Hills District Council
- One on One coaching for managers of Capital One Bank
- One on One coaching with Malvern District Council Chief Executive
- Lead consultants for Rolls Royce and Bentley helping them to build a global coaching academy across their dealer network
- One on One coaching for Friends Provident Team Leaders
- One on One coaching for the Executives of IDA Ireland
- Working Links - Coaching Regional Director for London around changing role and brief - over 6 months