

# COACHING OVERVIEW

CATALYST  
CONSULTING



CATALYST

COACHING COMMUNITY

*powered by*



*Supervised by Jo Searl*

## COACHING FOR EXECUTIVES, TALENT AND TEAMS

2019

# Catalyst Coaching Community

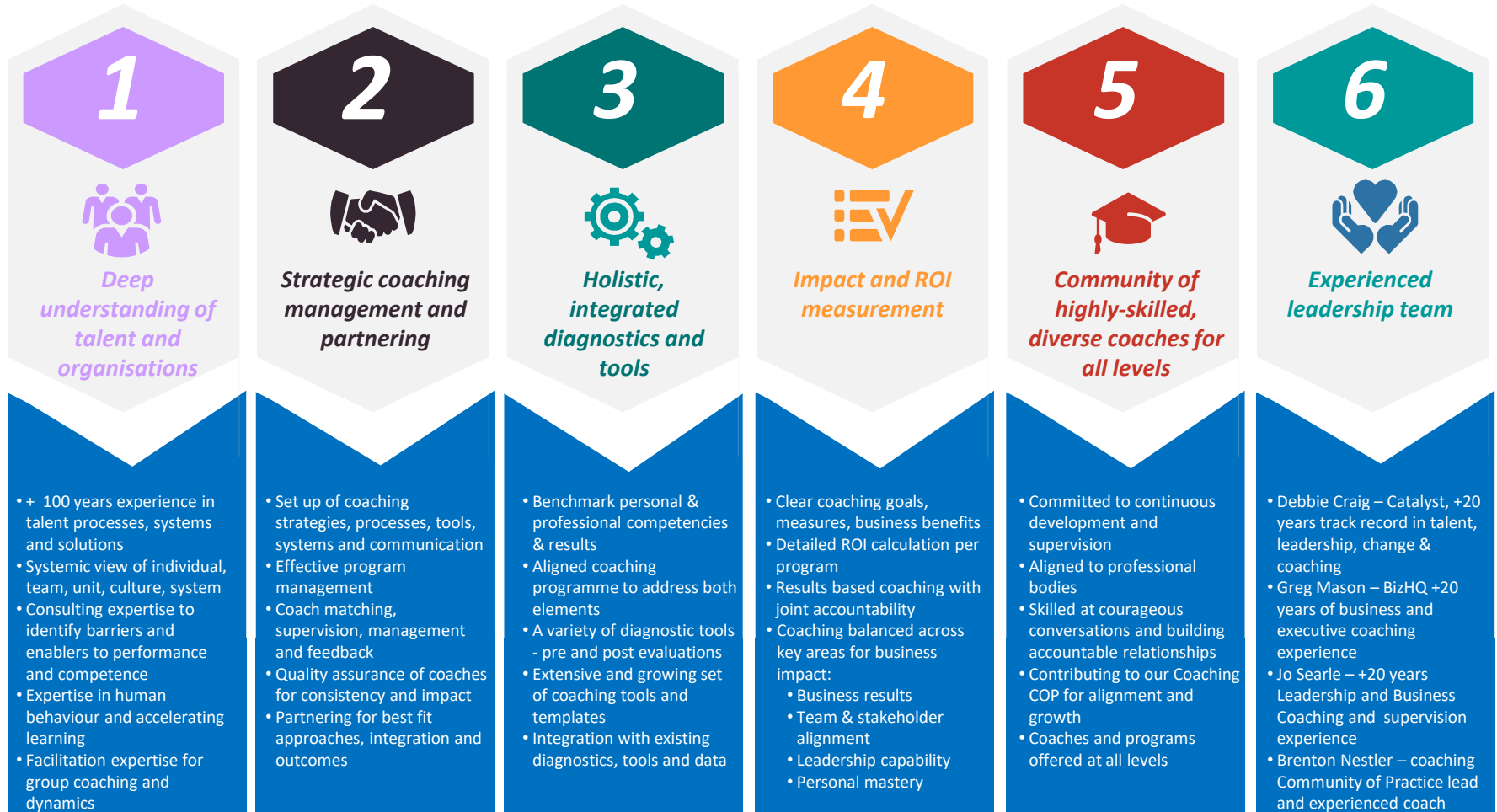
- *powered by bizHQ*



- Catalyst has been actively adding value to organisations through small and **large scale transformation** journeys in the areas of talent, leadership, learning, Human Capital and change for over 20 years.
- Most of these transformation journeys have required **accelerated leadership development** in order to drive strategic change, transform culture or develop a conducive environment to attract and retain key talent.
- We have incorporated coaching into our leadership development journeys in small ways up until now, however both the **need for coaching** and the **belief in the effectiveness** of coaching as a means to accelerate personal and leadership effectiveness is increasing year by year.
- In 2019, we have launched a **Catalyst Coaching Community – powered by bizHQ** that offers a **hand-picked, diverse pool of executive and leadership coaches and coach facilitators** from all over Africa to our clients.
- We believe that our **“Trusted Partner”** brand in many large organisations and smaller businesses and our ability to integrate a coaching solution into business’s existing strategies and challenges, position us well to become known as a **Coaching Community of Choice**.
- Our **coaching solutions** include coaching strategy, philosophy, principles, processes, project management, coach supervision, impact measures and building capability internally for managers and HC teams.
- **Our team** has a **unique combination** of deep experience and networks in people transformation journeys, many years of coaching and coaching supervision experience and getting measurable results through coaching – across our focus areas of business coaching, leadership coaching, team coaching and building internal capability.
- Our respected **network of coaches** bring significant value, which we believe can be enhanced in a community where there is energy generated toward sharing, learning and earning in a spirit of abundance, collaboration and contribution.

# What makes us stand out

We have a proven track record in being **long-term trusted partners** that add value to business. Our coaches have a systemic understanding of business systems, processes and people to accelerate leadership effectiveness and business results. We are passionate, skilled and committed to driving growth and impact (in ourselves and our clients).



# What we offer

We are able to offer a **diversity of hand-picked supervised coaches** for best match business, leadership and group coaching at various organizational levels. Many of our coaches come with business, consulting and facilitation skills to integrate coaching with business needs and **build capacity** in coaching as a management skill.



## Coaching Strategy

As required

## Supervision

As required

## Project Management

As required

## Impact Tracking

As required

Match of coaches and rates depend on the level of coach required for the level and type of coaching assessed during our discovery phase. Supervision, group coaching or project management will be matched accordingly. We will customize the best-fit approach to your needs and budget.

# Our coaching philosophy



- **Systemic Approach** – coaching needs to involve all elements of the system enabling or limiting an individual's behaviour including manager, colleagues, stakeholders
- **Context** – coaching needs to be positioned in context to the person's role, challenges and within the business and human capital context
- **Human Behaviour** – coaching must address the why of human behavior, the root causes and underlying beliefs, mindsets, world-views, etc
- **Stretch** – coachee needs to be stretched out of their comfort zone in order to grow
- **Holistic** – coaching is most effective if it address all areas of person's life and work
- **Assessments** – we believe assessments and tools enhance awareness of own cognitive and behavioral preferences and natural strengths or derailers. To this end we offer a suite of top quality assessments and tools AND will integrate with existing assessment in use in the organisation
- **Relationship** -- the power of coaching is in the relationship between the coach and coachee
- **Matching** – we believe it is most effective if we match coachees with the most appropriate coach for their specific needs and context
- **Accountability** – coachee owns the coaching journey supported by the coach
- **Not isolated** – coaching is an integral part of a transformational learning journey for the individual or team
- **Approach** – we ensure an effective impact focused process, however we harness multiple modalities to achieve optimal outcome.
- **Reflective approach** – coaching is best when it brings about reflective practice and higher levels of awareness and conscious
- **Team coaching** – individual coaching is enhanced through team coaching to build a greater sense of a individual and collective contribution within a team context, with feedback, reality checking, progress and impact etc
- **Supervision** – our coaches are in regular learning and supervision sessions to optimize self-mastery
- **Accreditation** – we believe that coaches should be accredited through a reputable coaching institution AND/OR are under coaching supervision, in a continuous mastery program and have a proven track record in effective long-term coaching relationships
- **Partnership for Impact** – We partner with you to customize the best-fit approach to coaching and highlight systemic themes emerging from coaching. We also believe in finding efficient ways of tracking the impact of coaching

# Our unique combined strengths



**Catalyst** and **bizHQ** partner together to bring the best of both worlds of deep corporate talent, leadership and change consulting experience AND a results focused coaching business. Jo Searle is our master coach, supervisor and accreditor to ensure the matching, quality and effectiveness of our coaches. We also have a Community of coaches who help build the community, and coaching opportunities .



- Catalyst has a 21 year history in designing and partnering organisations on learning, leadership and strategic change and culture transformation journeys.
- Thousands of delegates have been engaged in our learning and culture interventions over the last 21 years both locally and internationally across industries and levels.
- Catalyst has extensive experience from the early days of skills development and interactive team building programs to global leadership programs.
- Catalyst has a proven track record in quickly integrating and understanding a client's culture and needs to design customised initiatives and be journeys with a key focus on results and impact.
- Catalyst is a proudly Level 2 BBBEE contributor.



- Debbie Craig brings a wealth of knowledge in accelerated learning design for impact, and deeply understand the sustainable mindset and behavioural changes required ... and more recently working with digitised learning tools and platforms.



- bizHQ has 25 years of corporate and coaching experience enabling a fusion of core business strategy guidance with practical coaching for behavioural and mindset change.
- From strategy planning and implementation to finance, sales and marketing, human resources and operational systems, bizHQ helps identify areas for improvement, and provides strategies, planning, guidance, support and resources necessary to implement positive changes in both the business and the leader.



- Greg Mason, Lead Coach has accreditation as a Professional Certified Coach with the International Coaching Federation as well as the Life Coaching Academy.
- Greg is also a Certified Master Practitioner of Neuro-Linguistic Programming with the International NLP Association. He was the host of the SABC TV show, The Business Coach was selected by Google / Cardinal Path as the South African coach for the Google Partner Academy Business Coaching Programme.



# Coaching strategic alignment and options

We are able to rapidly assess the dynamics of individual, team and organization systems, processes and relationships to target coaching to the highest impact areas and methods. We bring a strategic approach to our work and provide effective tools for discovering priority needs, matching coaches to coaches, accelerating learning and change AND tracking impact.



## 1. INDIVIDUAL DISCOVERY

Leadership interviews and/or observations  
Leadership assessments (Cat/BizHQ)  
Integration with existing data (client)

## 2. TEAM REVIEW

Leadership team effectiveness review  
High performance teams sessions

## 3. INDIVIDUAL COACHING

One-on-one coaching sessions

## 4. GROUP COACHING

Group coaching sessions or programs

## 5. STRATEGIC COACHING MANAGEMENT

Coach strategy, playbooks and program design  
Coach matching  
Coach Supervision  
Impact measures, benefits and ROI  
Management Insights Reporting  
Project Management

ADDITIONAL CONSULTING SERVICES: Business Effectiveness Review, Workplace Culture / Values Review, Talent Management & Leadership Competency Framework & Skills Review, Execution Capability Review

# Coaching kick-off

Our typical coaching assignments will kick-off with the following activities to ensure strategic alignment and focus on the right priorities and results for both the coachee and the business.

## Coaching Priorities

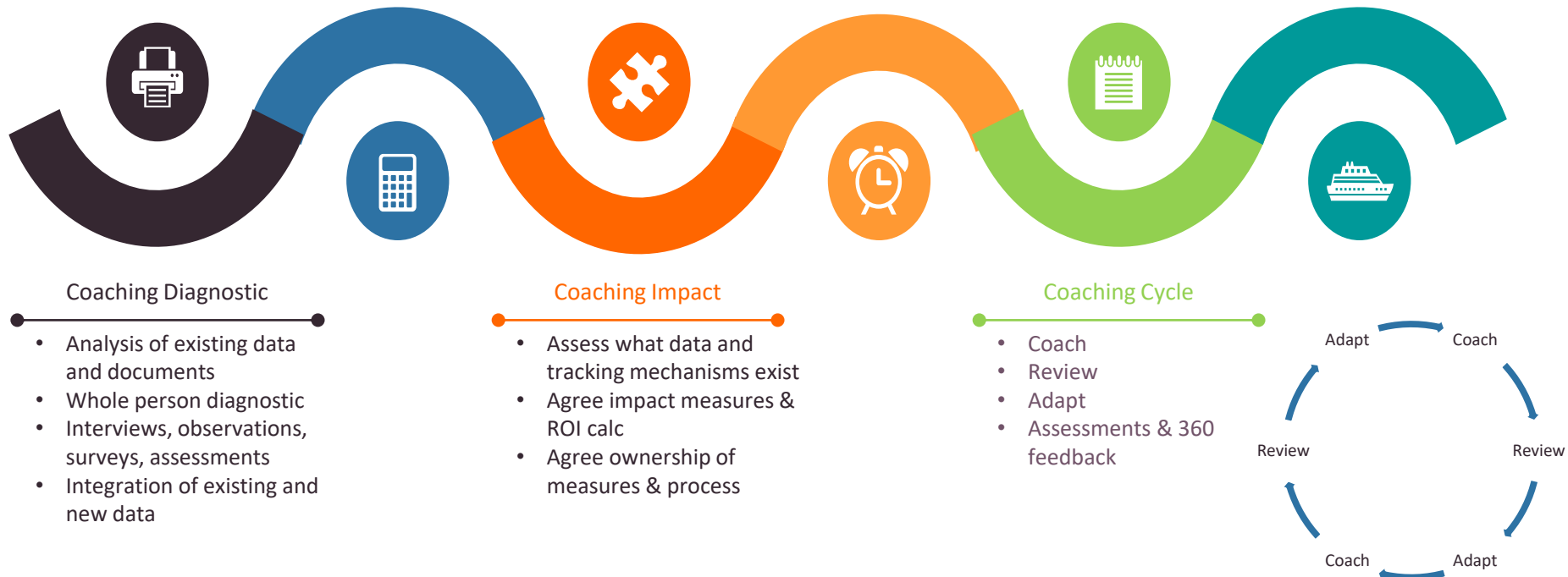
- Coach matching
- Coaching priorities
- Coach process & roadmap
- Manager conversation
- Coach contracting

## Coaching Roadmap

- Agree # sessions, timing, venue
- Agree rules of engagement
- Agree progress reviews
- Agree manager feedback boundaries

## Strategic Coaching management

- Organisational alignment
- Program management
- Supervision
- Feedback





# Some of our coaching tools

We have a variety of coaching tools, assessments and accelerated development content and processes that bring structure AND support to the coaching process – across all areas of personal mastery, team alignment, leadership and organisational effectiveness.

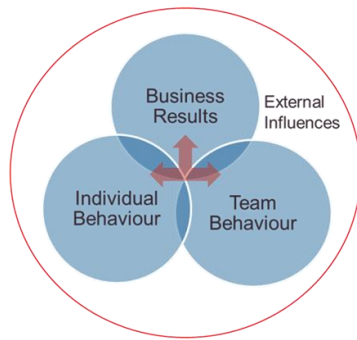
## Whole person diagnostic



## Coaching contract and tracking

Coach Contracting		Coach Name: _____ Date: _____ Sign: _____	Client Name: _____ Date: _____ Sign: _____	Manager Name: _____ Date: _____ Sign: _____																									
<b>Coaching Diagnostic</b>		<b>Diagnostic Summary</b>																											
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## Impact & ROI methods



$$\frac{\text{Business results} \times \% \text{ impact of coaching}}{\text{Costs of coaching}} = x : 1$$

## HIPO Group coaching program

Personal Effectiveness Coaching	Business Coaching
<p><b>The world of work</b> – overview of the dynamically changing work and business environment and how to align strengths and abilities to commercial opportunities</p> <p><b>The world of me</b> – a deep dive and self-discovery into one's personal preferences and individual profile, reviewing what one values, one's sense of purpose and definition of success</p> <p><b>A Whole person approach</b> – understanding the four intelligences within the whole person approach to life and harnessing one's innate talent to achieve one's personal goals</p> <p><b>What organisations want</b> – understanding of the strategy, methodologies and diagnostic processes relating to talent management and how organisations search for, develop and retain talent</p> <p><b>Differentiating myself</b> – building capability in one's personal brand, impact and distinctive value – how to sell oneself and stand out in the competitive world.</p> <p><b>My performance &amp; development</b> – understanding the influences of the environment, organisation and team on performance and the need and approach for continuous learning and growth</p> <p><b>Qualities &amp; derailers of success</b> – Understand core competencies and potential derailers or blindspots that impact personal effectiveness and results</p> <p><b>Career choices and transitions</b> – a review of the essential factors for managing one's career choices and transitions in life</p> <p>4 x 1/2 day group coaching on personal and career empowerment (I am Talent) or digital option with webinars, 2 hrs indiv virtual coaching</p>	<p><b>Leading business</b> – understanding business models and value chains, strategy, planning and management of finances, performance, processes, projects, customers and people</p> <p><b>Leading others</b> – critical skills in building relationships and optimizing engagement and performance of others through 3 Es conversations – engage, enable, empower</p> <p><b>Leading a team</b> – understanding team success factors, derailers, dynamics and process and tools for building a high performance team</p> <p><b>Leading innovation and change</b> – why change and innovation, creating space for creativity and innovation, understanding impact of change, building resilience, planning for change, overcoming resistance, embedding change and turning creativity into innovation for value</p> <p><b>Managing execution</b> – understanding the thinking, planning, controls, discipline, tools and habits required for excellent execution and problem solving</p> <p><b>Managing risk &amp; impact</b> – critical &amp; systemic thinking and decision making, measurement tracking and risk management</p> <p>6 x 1/2 day group coaching on Leading business, others, team, change, execution, risk &amp; impact, 2 hrs indiv virtual coaching</p>

# Some of our coaches



# Definitions and benefits

## Coaching

- ICF defines coaching as “partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.”

## Mentoring

- David Clutterbuck defines mentoring as "A *mentor* is a more experienced individual willing to share knowledge with someone less experienced in a relationship of mutual trust".



## Typical Benefits

- Enhanced performance
- Accelerated development
- Career progression
- Talent engagement and retention
- Culture alignment
- Identify issues in business units
- Outside-in perspective
- Align personal and organisational goals
- Improved relationships
- Enhanced focus and wellness

# Our leadership and learning track record



## **HEINEKEN** (2016 – 2018) [www.heineken.com](http://www.heineken.com)

Strategic Transformation Journey toward a High Performance Culture working directly with the CEO, Exco and HR team. Strategic alignment, leadership onboarding and coaching, culture transformation, high performance teams and change management.



## **RAND MERCHANT BANK** (2015 – current) [www.rmb.co.za](http://www.rmb.co.za)

Accelerated Learning Program for potential successors. Change enablement, capacity building and team alignment for the RMB Technology Leadership Team and Corporate Banking. Culture transformation design, capacity building and project management in Business Enablement Division.



## **IMPERIAL GROUP** (2015 – 2018) [www.imperial.co.za](http://www.imperial.co.za)

Co-design and implementation of talent management and development strategies for 2500 leaders. Building capacity in managing talent - SimTalent. Readiness for change. HR leadership team strategic alignment facilitation. Leadership Development on building a customer centric approach to Key Account Management.



## **ABSA BARCLAYS** (2016 – 2017) [www.absa.co.za](http://www.absa.co.za)

Inaugural Learning and Leadership Conference – design and facilitation for 170 people. Self-leadership program for Risk Team.

## **BASF** (2016 – 2017) [www.basf.co.za](http://www.basf.co.za)

Strategic leadership alignment – facilitation of strategic review and team alignment session with top 30 leaders including international group executives (with Mark Berger Training).

## **JAGUAR/LANDROVER** (2017 – current) [www.jaguarlandrover.com](http://www.jaguarlandrover.com)

Strategic leadership alignment, high performance teams and leadership development of exec team and next level leaders including assessments, coaching, digital micro-learning, master classes.

## **VWSA** (2011-2015) [www.vw.co.za](http://www.vw.co.za)

Leadership Development - Driving Strategic Change, 3Es of Leadership (engage, enable, empower) for Senior Leaders. High Performance Teams. Capacity Building on Personal Effectiveness, I am Talent, Decision Making, Change Management and Resilience. Accelerated Learning program for all L&D staff.

## **DE BEERS GROUP** (1999-2004) [www.debeersgroup.com](http://www.debeersgroup.com)

Strategic Transformation Journey over 5 years. Global Transformational Leadership Development Program (2500 leaders across 16 countries). Building capability in HR transformation, talent management, high performance teams, change (Some in association with MAC Consulting).

## **BANKSERVAFRICA** (2015 – current) [www.bankservafrica.com](http://www.bankservafrica.com)

Co-design of the organisational DNA and leadership behaviours followed by Self and leadership development journeys for 400 staff to embed the DNA. Assessments, Ennea, High performance Teams, I am Talent, managing performance, change resilience, change management

## **MASSMART GROUP** (2016 - current) [www.massmart.co.za](http://www.massmart.co.za)

Co-design and implementation of both talent management and talent development strategies for 4500 leaders. Complete reinvention of the Massmart Corporate University Leadership School. Building capacity in managing talent. Readiness for change through Licence to Learn and Lead Learning.

## **GIBS** (2015 – 2016) [www.gibs.co.za](http://www.gibs.co.za)

Accelerated Learning for 50 program leaders. EQ in Action for a Women Leadership Program. Leading in a VUCA world (with The Coaching House).

## **FOSCHINI GROUP** (2016 – 2017) [www.foschini.co.za](http://www.foschini.co.za)

Self-Leadership – I am Talent for personal and career empowerment as part of the retail academy program for 100 store managers.

## **BRANDHOUSE** (2013 – 2015) [www.brandhouse.co.za](http://www.brandhouse.co.za)

Self-Leadership – I am Talent x 100. Engagement conferences – 5 themed conferences across the business for over 800 people to build engagement mind-sets with self, team, change and Brandhouse.

## **LIBERTY GROUP** (2016 –current) [www.liberty.co.za](http://www.liberty.co.za)

Capacity building for performance management. Self-Leadership – I am Talent for personal and career empowerment as part of an employee engagement strategy x 500 staff.

## **NEDBANK** (2017 – current) [www.nedbank.co.za](http://www.nedbank.co.za)

Group Learning Strategy sessions x2 and coaching of project teams.

## **MMI HOLDINGS** (2018 ) [www.mmiholdings.co.za](http://www.mmiholdings.co.za)

Group Learning Strategy session and coaching of project teams

## **USB-ED** (2015 – 2016) [www.usb-ed.com](http://www.usb-ed.com)

Facilitation of Accelerated Learning for program leaders. Development of a new approach to program design and delivery using Accelerated Learning framework and toolkit and socialising with staff and faculty.

## **ACCENTURE** (2009-2010) [www.accenture.co.za](http://www.accenture.co.za)

Leadership Assessments, Development and Coaching for managers and senior managers. High Performance Teams Workshop for Exco and other teams



Volkswagen





# Our leadership and learning track record



## ARYSTA LIFE SCIENCES GROUP (2013-14) [www.arystalifescience.com](http://www.arystalifescience.com)

Transformational Leadership assessments, development workshops, coaching for top 40 leaders in SA. Self-Leadership – I am Talent career empowerment. Facilitation of strategic review and team alignment session with top 40 leaders across Europe, Africa and Middle East.

## ETHOS (2013-current) [www.ethos.co.za](http://www.ethos.co.za)

Design and implementation of Talent Management and Successions Strategies including the Leadership Pipeline. Succession Management for Partners and new CEO. High performance teams for Partnership Team. Leadership Brand and Competency Development. Culture Transformation and Staff Engagement sessions. Executive coaching.

## CQS (2014) [www.cqs.co.za](http://www.cqs.co.za)

Culture transformation design and capacity building. Leadership Brand development and leadership engagement. Staff Engagement sessions. Change resilience and mindset shift for merger with AdaptIT

## AVENG GROUP: Duraset (2012-2013) [www.avengman.com](http://www.avengman.com)

Strategic Transformation Journey High Performance Culture High performance teams for Duraset leadership and capacity building on project and team tools. Innovation Strategy and Capacity Building Session. Talent Management Strategy, Toolkit and Capacity Building.

## BHP BILLITON (2013 – 2015) [www.bhpbilliton.com](http://www.bhpbilliton.com)

Personal and leadership effectiveness journey with Supply Chain Leadership Team. Personal Transformation Process - I am Alive High Performance Teams and Leadership coaching.

## ARMSCOR (2016 – 2017) [www.armscor.co.za](http://www.armscor.co.za)

Change enablement, capacity building and executive team alignment for top 50 leaders in Armscor in support of the turnaround strategy (in partnership with FeverTree Consulting).

## ENGEN (2009 – 2013) [www.engen.co.za](http://www.engen.co.za)

Talent Management Strategy, Process, Toolkits and Capacity Building including the Leadership Pipeline.

Retention Strategy implementation in partnership with the Senior HR Leadership Team and line talent champions.

Leadership Competency Profiling, HR Capacity Building Programs.

High performance teams, Change Management toolkit and capacity building (TM in association with Accenture).

## TONGAAT HULETT STARCH (2011-current) [www.tongaathulettstarch.co.za](http://www.tongaathulettstarch.co.za)

Strategy and culture journey to excellence. Leadership Development and Alignment of exec and senior managers. Capability building in strategy, HR Transformation, Performance, Talent and Competency Management, Change and Critical thinking and decision making.

## BUCKMAN (2007-2015) [www.buckman.com](http://www.buckman.com)

(Africa, SE Asia, China, USA, Mexico, Canada, S America, Europe) Strategic Transformation Journey from “Good to Great” Capability building in strategy, culture, talent, building high performance teams, strategic project management, innovation, coaching, change management and self-leadership – I am Talent. High Performance Teams for various global Leadership Teams Transformational Leadership, Leadership Renewal, Coaching for Managers Program, 3Es of leadership (engagement, enablement, empowerment),

## TRANSNET AND TRANSNET CAPITAL PROJECTS (2005-2012) [www.transnet.net](http://www.transnet.net)

Executive and senior leadership (100) alignment and development. Customised amazing race and board games. Talent Management strategy, tools and capacity building. Leadership Pipeline. Leadership competency standards and accelerated learning. Capability building in HR transformation, change management High Performance Teams. (some with Resolve Group)

## ASPEN PHARMACARE (2012-2014) [www.aspenpharmacare.com](http://www.aspenpharmacare.com)

Leadership Development – Crucial Conversations and Emotional Intelligence. High Performance Teams. Executive Coaching. HR capacity building.

## DEVELOPMENT BANK SA (2000-2005) [www.dbsa.org](http://www.dbsa.org)

High Performance Teams journey for DBSA Exco & HR team Change management and capacity building for Operations team Strategic Planning, engagement sessions and high performance teams for Northern Cluster. Leadership development workshop for women in business

## NATIONAL TREASURY (2012) [www.treasury.gov.za](http://www.treasury.gov.za)

Coaching for manager’s program. HR Capacity Building Program.

## SERVEST, EHL, MR PRICE, SA HOME LOANS

Self-leadership for Executive, managers and staff – I am Talent



# Why partner with Catalyst






# Contact Us

## Catalyst Consulting (Pty) Ltd

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**Proudly a B-BBEE Level 2 Contributor**

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