

EXECUTIVE COACHING

Information for Clients

What coaching is, how we will work together, and what we each bring to it. This document answers most of the questions people have at the start, and forms a shared understanding between us.

What this coaching is

Executive coaching, in this context, is a structured and confidential space to think about your work, your leadership, and your impact.

It is a **partnership**. You bring the goals and the context; I bring questions, structure and technique to help you think and act differently. It is a thought-provoking and creative process, focused on the future and on the behavioural change that matters to you and to the people around you.

What coaching is not

- Therapy or counselling.
 - Advice-giving or consultancy, although insights and suggestions may well emerge through our work.
 - A performance management or HR process.
-

My focus as a coach

My background is in psychology, behavioural science and organisational transformation, and I have led at senior executive level in financial services, digital innovation and consulting.

I take an integrated approach, drawing on a range of evidence-backed methods according to what serves you best: solution-focused, positive psychology, cognitive-behavioural and Gestalt coaching among them. I work as a thinking partner rather than an adviser, helping you build clarity, adaptability and sustainable success.

I am especially experienced working with people who are:

- Developing into their next leadership role.
- Leading or adapting to rapid change, digital transformation, or AI adoption.
- Wanting to build greater resilience and impact in their role.

That said, we can work on whatever feels most important to you in your current context.

How we will work

What we each bring

As your coach, I want to help you grow, change, develop and achieve your goals. I will be fully present, I will listen, I will support you, and I will ask challenging questions when they are needed.

As the client, you bring openness, honesty and a willingness to reflect. You own the agenda, the choices about what to act on, and the outcomes. Between sessions you may choose to act on the insights and commitments we explore together.

What to expect in sessions

We begin our first session with your Discovery Questions, and explore what brings you to coaching now, what you would like to be different in three to twelve months, and an overarching focus for the engagement. That focus will evolve, and it is meant to.

If we continue working together, we will agree the number of sessions, often three to six, and what success would look like for you. We typically open each session by checking what is most important to you right now, and close by reflecting on what you are taking away. Between sessions you may experiment with small actions or reflections, and we will review and build on those.

Sessions are usually **60 minutes**, held online or in person by agreement. After each session I send a short feedback form, which helps me improve and helps me serve you better.

Is this the right fit?

Coaching works best where there is trust and a genuine working relationship. If it turns out not to work for either of us, that is entirely all right, and we will find a better alternative. Either of us may end the relationship at any time.

Trust and its boundaries

Confidentiality and trust

Trust is paramount. Our conversations are **confidential**. I will not share the content of our sessions with your organisation or with anyone else, unless you explicitly ask me to, or there is a legal obligation or a serious risk of harm to you or to others.

Your personal data is handled in accordance with GDPR and applicable UK law, and I am registered with the UK Information Commissioner's Office.

Confidentiality is not a formality here. It is the thing that makes the work possible, and it is the boundary I hold most carefully.

Supervision

As part of the Henley programme I work with a supervisor and mentor coach. I may share anonymised aspects of our work, with no names and no identifying detail, to support my development and the quality of your coaching. This is standard practice in coaching and in other helping professions.

Recording

I may ask your consent to audio-record one or more sessions, solely for assessment and supervision purposes. You are free to decline, that decision carries no consequence for our work, and we will agree it explicitly in advance.

Practicalities

Fees	Where fees apply, they are discussed and agreed in advance, along with any discount. In certain cases coaching is offered on a pro bono or reduced-fee basis.
Duration	We agree an initial coaching package, typically three to six sessions, and review it regularly.
Cancellations	I ask for at least 48 hours' notice to move a session; inside that, it counts as delivered. You have one free move across the engagement, no notice and no questions.

Professional standards

I work in accordance with the [ICF Code of Ethics](#) and core competencies. I have completed the Professional Certificate in Executive Coaching at Henley Business School, the only programme triple accredited by the ICF, EMCC and AC. I am fully insured, with details available on request.

Ending the engagement

Either of us may end this arrangement at any time with reasonable notice. It works best for both of us to bring proper closure to the relationship, so if you would like to finish before the end of the agreed sessions, let us talk about it first.

If there is a misunderstanding, let us be open and honest and say what concerns us. If we cannot resolve it, or if it is simply time to move on, we will part with best wishes for each other, and I will refund any sessions paid for and not delivered at that date where fees apply.

If you have any question at all about coaching with me, you are very welcome to ask, either in advance or during our sessions.