

# E<sup>4</sup> Coaching at Future Platform

Self Awareness • Performance • Growth



# Introduction

Future Platform's E<sup>4</sup> coaching interventions enhance the performance and career satisfaction of employees and leaders in organisations.

As an engaging team of highly skilled psychologists and qualified coaches, Future Platform facilitate powerful conversations that enable employees to identify any obstacles that may be preventing them from reaching their full potential, and develop a plan to overcome them.

Asking the right questions, understanding when to listen and knowing how to develop meaningful and realistic goals are core to how Future Platform operates. We work collaboratively with our clients to raise awareness of what is interfering with them achieving success and to co-create a roadmap for change.

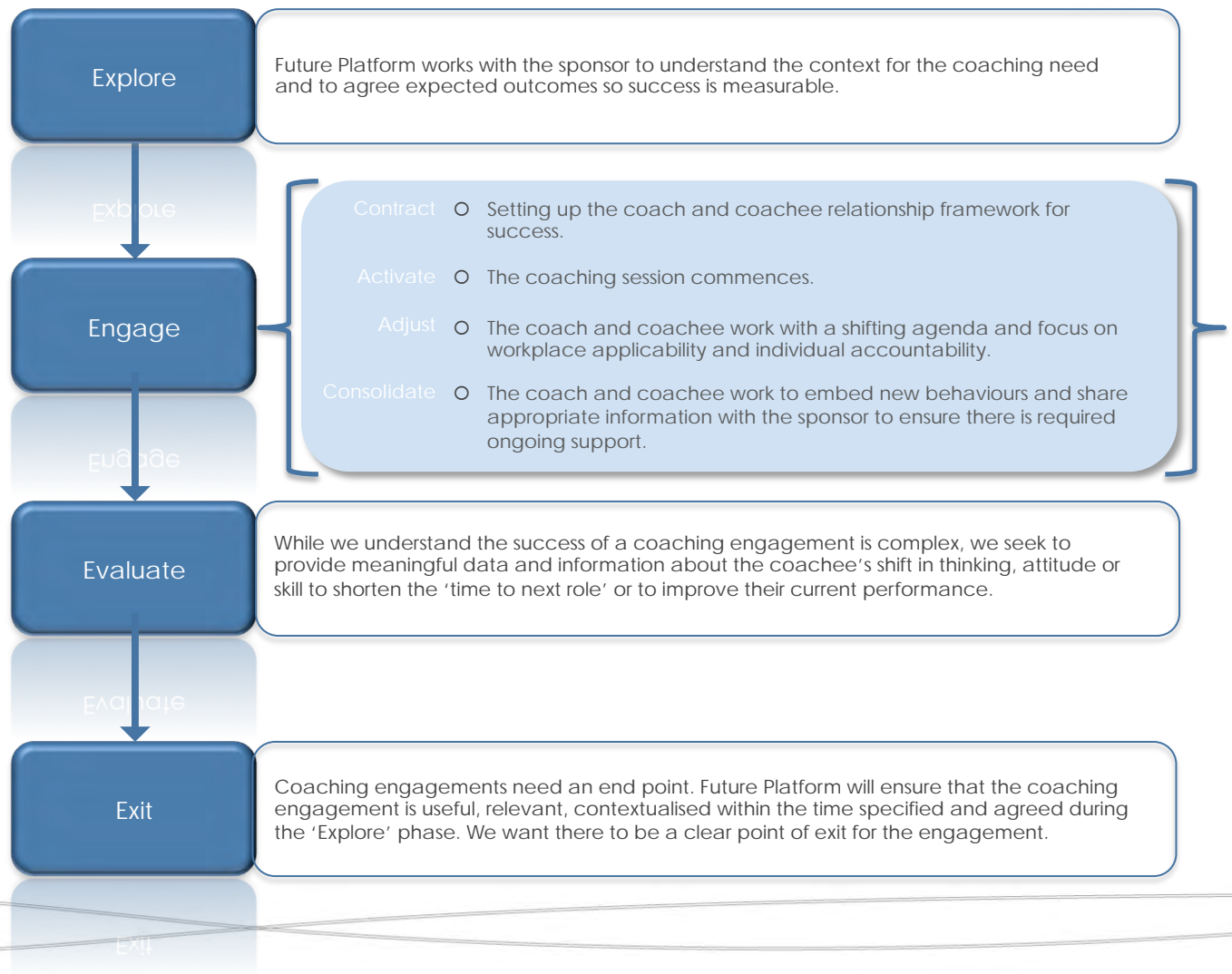
Our diversified and proven coaching team offer a strong mix of interpersonal and commercial expertise as well as varying styles and approaches to ensure we provide the best possible match for our clients.





# Our Coaching Approach: The E<sup>4</sup> Model

E<sup>4</sup>



# The E<sup>4</sup> Model: Explore

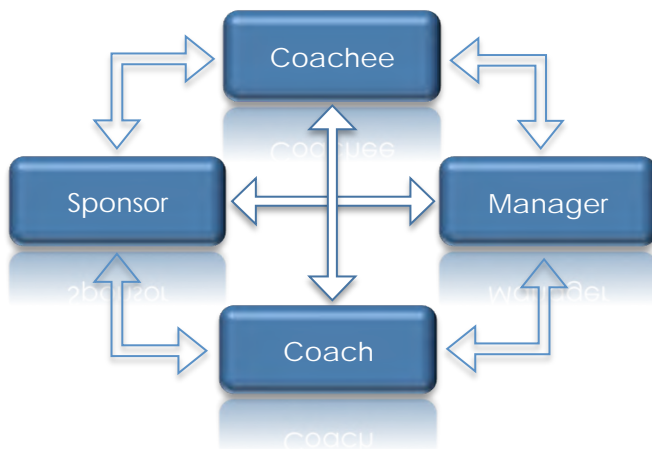
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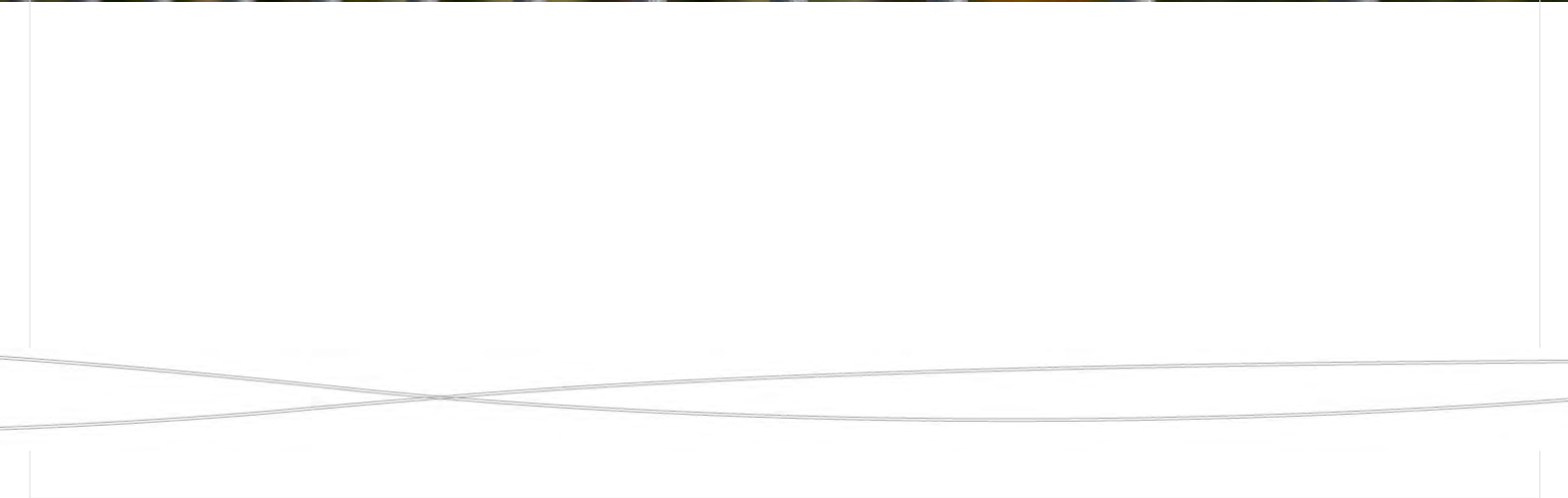
The first stage in Future Platform's E<sup>4</sup> model, **EXPLORE**, focuses on understanding context and achieving clarity – around outcomes, expectations, roles, appropriate measurement and timelines. This is also the time when we flesh out the sponsor's role so that it is clearly defined and communicated. All too often the role of the sponsor is overlooked and our experience has proven that the sponsor is central to the success of the coaching engagement.

By understanding what you want to achieve through coaching we are able to isolate various elements in order to track, measure and report on success.

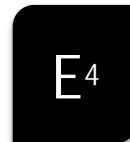
It is no accident that our diagram featured here has an equal emphasis. At Future Platform we insist that each party has an equal relationship with the other as this is critical for success. We help define sponsor and manager roles through the coaching intervention ensuring clear communication, partnering and expectation management.

Our experience has shown that matching the coach and the individual is as important as the outcomes achieved from the coaching sessions themselves. For this reason, we place emphasis on the 'chemistry' between both parties, and work hard to get this right.





# The E<sup>4</sup> Model: Engage



Once we understand the organisational, environmental and individual context, and have matched the coachee with the right coach, we **ENGAGE** and conduct the tailored coaching sessions over a period of weeks and months.

While we work to each client's individual agendas we support their development with a range of tools and resources designed to enhance their personal journey.

At all times, confidentiality remains paramount and Future Platform's coaches are clear in their engagement with the individual and the organisation. They support the individual's decision about how information is shared with the organisation and can shape that disclosure in a 'safe' way.

Individuals can expect to put aside 1.5 hours for each coaching session. Some additional individual time will be required between each session to consider and apply the points discussed.



"Your agenda is our agenda"





# The E<sup>4</sup> Model: Evaluate

Accurate **EVALUATION** of the effectiveness of coaching is critical for the sponsor, manager and coachee because it reflects the change impact of the coaching initiative.

At Future Platform, we are committed to demonstrating the effectiveness of our programs in shifting our clients' thinking and creating sustainable behavioural change. We use a number of methods to provide useful information on the Return on Investment (RoI) and Return on Expectation (RoE) of coaching.

We work closely with our clients to develop where possible a model of measurement that ties in with existing measurement frameworks within the organisation. We incorporate both qualitative and quantitative feedback to ensure that our evaluation methods meaningfully demonstrate what has changed as a result of the coaching intervention.





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## The E<sup>4</sup> Model: Exit

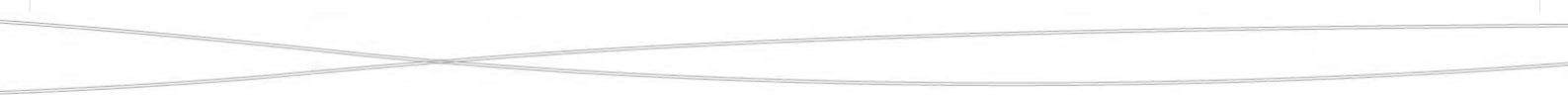
Our coachees located across Australia, Asia-Pacific, Europe and North America have gone on to become more confident and impactful in their roles. We know a coaching relationship has been valuable when we [EXIT](#) a coaching intervention and the coachee refers us to others.

Our core principle is to provide our coachees with the skills and attitudinal resources to positively challenge their organisation, recalibrate their own aspirations and to effectively manage themselves and those they lead. We want them to see past their perceived limitations and continue their own development journey.

At Future Platform we believe that how we finish our programs is as important as how we start them. We make sure that at the completion of every assignment our clients are ready to conclude the coaching and are well positioned to capitalise on their new perspectives.

At the [EXIT](#), we provide a final matrix report to the sponsor, feedback on the coachee's response to the specific topics identified and generate recommendations for ongoing growth.

Our success is demonstrated by the number of coachees who, often after a period of months or years, ask us to rejoin them down the track and begin a new journey with them or their teams as they progress in their careers.







E4



# Psychometric profiling as part of the journey to insight

With every coaching intervention, we tailor the content to suit the needs of our clients. When appropriate, we will use psychometric profiling techniques at the beginning and, if necessary, at the end of the engagement to provide data that serves as a benchmark for future coaching conversations.

Future Platform offers a range of psychometric profiling tools that can be a powerful starting point for discussions.

As qualified administrators and assessors, Future Platform most commonly use the NEO PI-R, the TMP Profile, the 16PF, Mayer-Salovey-Caruso Emotional Intelligence Test (MSCEIT), Realise2, the Life Styles Inventory and its proprietary Drive & Focus Insight Questionnaire in their coaching engagements.

Members of our broader team have clinical psychological backgrounds and expertise in profiling tools.



16PF  
NEO-PI-3  
Realise2  
The Life Styles Inventory  
The Team Management Profile  
Drive & Focus Insight Questionnaire  
Mayer-Salovey-Caruso Emotional Intelligence Test (MSCEIT)

# The length of our coaching programs

The relationship between an employee and their organisation can often be a complex one. There are often a range of factors that can impact on productivity and effectiveness at work. As such, changes that occur as a result of coaching can have smaller or greater impacts depending on a wide range of variables. We understand that sustained personal change takes time.

It is within this context that we propose a minimum engagement of six sessions between our coaches and the client. This length of time enables the behavioural, skill or attitudinal changes to deliver improvements in the workplace.

Depending on the seniority of the person and the commitment of the business, coaching engagements are available for 12 sessions over longer periods of time. They can be concentrated to initiate new behaviour quickly and then spread out over greater intervals.

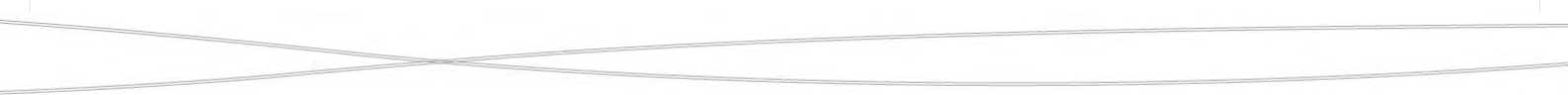
We work in partnership with sponsors in our client organisations to agree the duration and frequency of our coaching engagements, taking into consideration the purpose of why coaching is being undertaken.







# The benefits of Future Platform's E<sup>4</sup> coaching

- We have developed our own coaching model that has been refined following hundreds of coaching sessions and is the culmination of the collective knowledge and wisdom of our coaching panel.
  - The Future Platform E<sup>4</sup> model provides a roadmap for our coaches and their clients to follow. This ensures that they move from a 'visible opportunity' to coach through to a 'visible outcome'.
  - Our coaches help prepare individuals for tough challenges, ensuring they are confident and ready to respond to any number of challenging business scenarios.
  - We believe it is important to create and maintain a confidential yet challenging environment whereby individuals are able to discuss their performance and develop ways to achieve their goals.
  - We provide our clients with an internationally experienced, dedicated and trusted contact that they can rely upon for support on an ongoing basis.
  - We work with the sponsor so there is a shared responsibility for the coachee's ongoing success.
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# Future Platform's coaching capability

Our coaching panel is comprised of a unique mix of experienced and commercially astute individuals. As well as this panel, Future Platform has access to a wider range of advisory talent from elite athletes, to coaches of elite athletes, outplacement experts, sport psychologists and strategy planners.

Nigel Watts B. Ed (Hons) MA (Psych)

As the founder and Managing Director of Future Platform, Nigel is an astute professional who is committed to helping individuals, teams and organisations perform at optimal levels. Nigel has consulted to a wide range of organisations and people throughout his 20+ years of experience. As a coach, Nigel is understanding, supportive and will provide clear feedback. He uses his experience to co-ordinate activities and discussions through which participants can consider their individual and shared contributions within the business strategy and culture. He has been nominated as one of the top 5 CEO coaches in Australasia.

Kelly Hooper B. Sc (Adv) (Hons) M. Psych (Org)

Insightful and engaging, Kelly has provided psychological services in organisations ranging from the military to corporates and iconic not for profit organisations. She has coached emerging talent and sits in advisory roles for national organisations. A registered psychologist she enjoys the opportunity to work one on one with individuals where she can apply her experience to their journey. She is currently a member of the Australian Psychological Society, and a 'Certified Professional' of AHRI.

Cameron McIntosh B. Comm, B. Sc (Psych) (Hons), M. Psych (Clinical), MBA, M. Law

Cameron has held executive roles at the world's number one professional services firm, a world leading automotive retailer and distributor and Asia's largest telco, and combines this experience with extensive psychological training. Now a clinical psychologist, Cameron is uniquely positioned to work closely with individual executives and teams to set specific, measureable business goals, and then achieve them, in all market conditions.

Margie Hartley B. A (Sociology)

Margie delivers effective outcomes for participants and clients alike using her outstanding communication skills and passion. She is a creative thinker who helps others learn through experiences and discussion. Margie blends humour with challenging content to encourage and enable client development. Margie's expertise and down to earth approach create an environment which is open and safe.

### Jonathan Logue B. A (Hons)

As an executive coach, Jonathan works with clients in Australia, Ireland, the UK, mainland Europe and the US. Jonathan holds a BA (Hons.) in Psychology from University College Dublin (UCD), and a Postgrad. Diploma in HRM from the National College of Ireland. He is currently a member of the International Coach Federation (ICF), the Institute of Management Consultants (MIMC), a 'Certified Professional' of AHRI and a member of the CIPD (MCIPD) in the UK.

### Peter Freese B. Appl Sc (Ed), Post Grad Dip (Org. Change & Dev), M. Business (Org Behaviour)

Peter has held senior roles in major Australian organisations in the talent and organisational development arena. He is an experienced practitioner and his number one passion is to work with leaders and their teams to optimise their ability to meet personal and business results. He has done extensive coaching at the senior executive level across a range of industries including Banking and Finance, Gaming and Entertainment, FMCP, and IT.

### Tracy Tresidder M. Education

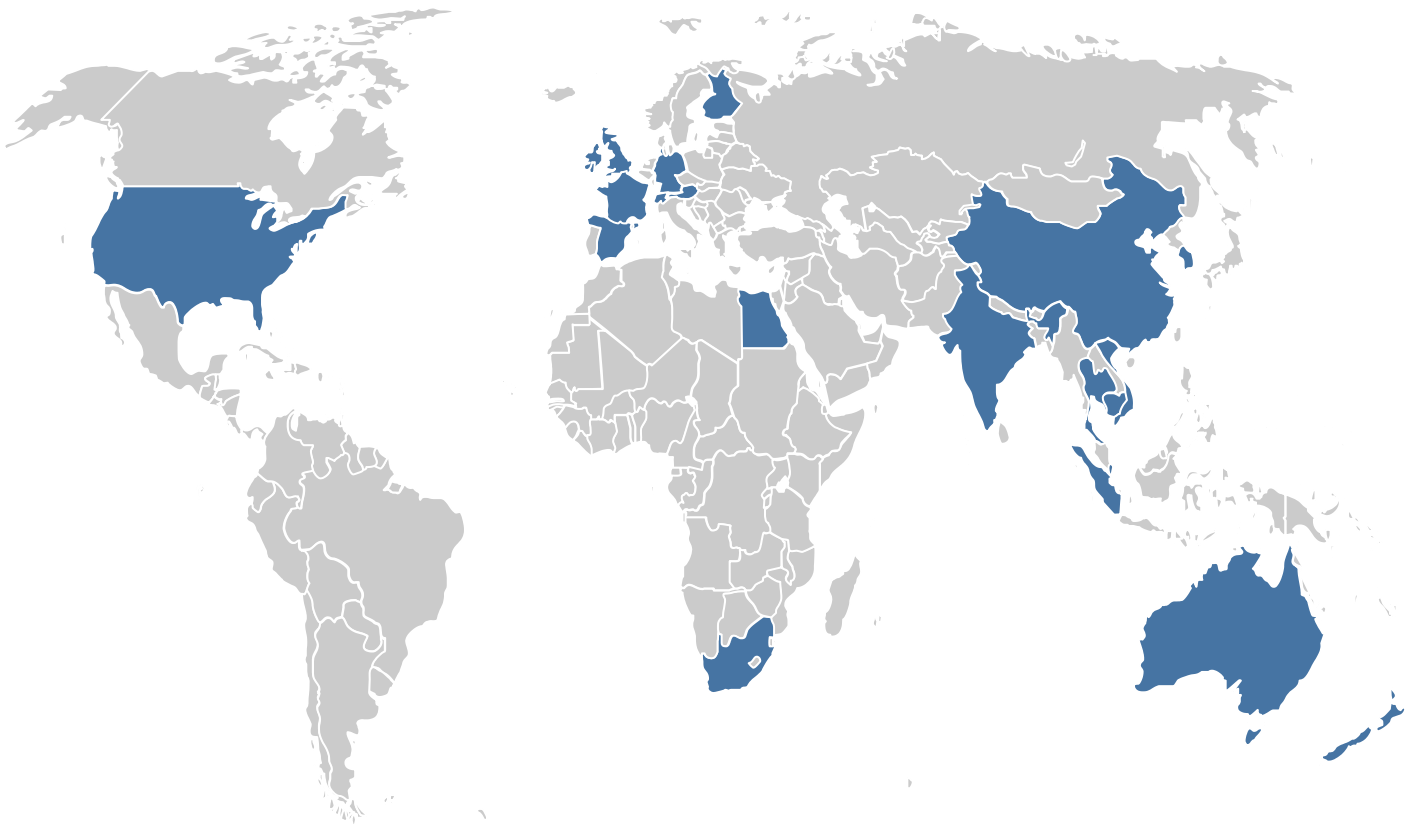
Tracy was named the ICF (International Coach Federation) Australasian region coach of the year in 2009 and is a credentialed PCC coach. She has coached many senior executives in both the Government and private sectors with outstanding results. Tracy has completed a Professional Development Certificate in Coaching and is a member of the University's Coaching and Mentoring Association. Tracy is currently the President of the ICF Australasia and an accredited ICF assessor and was previously the Director of Professional Standards.



# Our experience around the world

Future Platform's coaching experience spans the globe.

Our coaches have supported senior leaders in organisations across Australia, New Zealand, Asia, Europe, North America, and India.



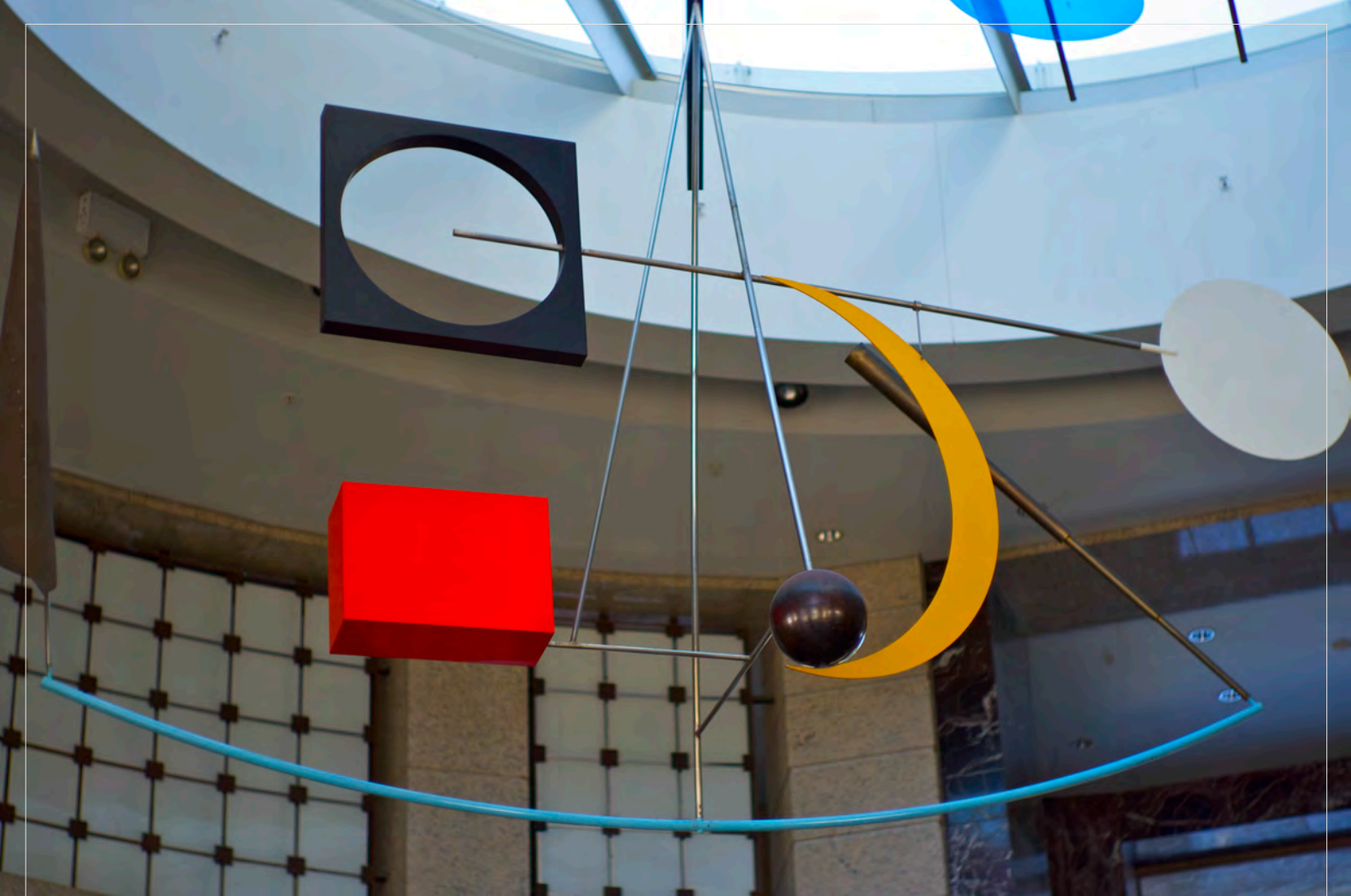
# Your investment

When it comes to coaching, Future Platform is a strong, long standing (22 years in operation) organisation with a reputation for successful, commercial consulting skills.

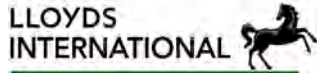
Whether your interest in coaching is being generated by either *environmental factors* such as increased market pressure, contraction or opportunity, or by *executive factors* such as talent pipeline development, the coaching team will have experienced a similar environment and worked with clients to find successful solutions.

In terms of our professional coaching fees, the investment reflects our depth of coaching experience and commercial knowledge. Cost will depend on the coach, the psychometric profiling agreed and the number of sessions (minimum of 6 recommended).

Typically, our coaching sessions last between 60 - 90 minutes, as we often observe that effective and powerful outcomes can be realised in the 'final third'.



# Our experience





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enabling corporate evolution