

**Professional Development**  
THINK DEEPLY

**FOR LEADERS**

# Coaching Services



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Vicky Crane

# Professional Development

THINK DEEPLY

Discover, grow, and succeed



Vicky Crane

# Coaching Services

Bespoke coaching tailored to the needs of you and your organisation.

Eight amazing, highly effective coaching packages.

- ✔ **Journey coaching -**  
Navigate life's challenges with a coach by your side
- ✔ **Strengths coaching -**  
Harness your unique talents
- ✔ **Goal coaching -**  
Set your sights on a high tariff goal
- ✔ **Growth coaching -**  
Develop as a leader through coaching
- ✔ **Issue coaching -**  
Support for tough challenges and specific problems
- ✔ **New to role coaching -**  
Soar in your new role, reach new heights!
- ✔ **Team coaching -**  
Boost team performance - the magic of teams
- ✔ **PERMA+4 & Happy leader coaching**  
Harness the power of well-being and let it permeate throughout your organisation



Lead not just with experience, but with wisdom; coaching is the catalyst for enlightened leadership.



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Book  
a free  
one hour  
discovery  
session

“Coaching unlocks personal potential and paves the way for accelerated growth and achievement. It’s a catalyst for creative thinking and leads to deeper insights about yourself, others and situations.”

# Benefits of coaching

*Realise full potential*  
*Navigate obstacles*  
*Increase happiness at work*  
*Greater levels of job satisfaction*  
*Enhanced decision making*  
*Better performance*  
*Increased innovation & creativity*  
*Deeper self-awareness*  
*Improved relationships*  
*More effective conflict resolution*  
*Enriched well-being & vitality*  
*Higher levels of resilience*  
*Improved confidence*  
*Grow into new roles*

**Vicky Crane**

# What's involved?

You can expect a blend of these five essential elements in coaching sessions as a catalyst for advancement

## THINK

Fresh perspectives, deeper insights, news ways of thinking, exploration of different vantage points, analysis and reflection.

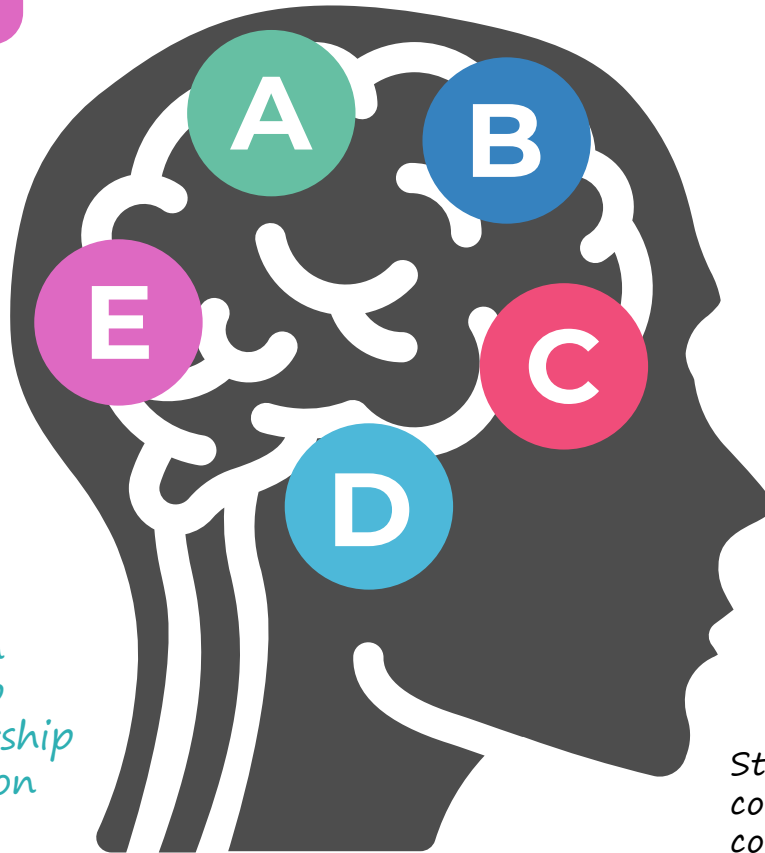
## LEARN

Improve leadership skills, explore theory, examine models and frameworks, consider leadership questions, reflect on best practice, consider new ways of working, and shape new habits.

## OPTIONS & ACTION

Consider variables within and outside of your control, explore options, consider your sphere of influence. Support for problem solving, thinking creatively, engaging in solution-focused thinking. Make choices, bring intentional thought into action, set out plans for a brighter future.

*Coaching can be transformative, changing the way you perceive situations, think and act. This can fundamentally shift your leadership style, radically increase your leadership effectiveness, improve job satisfaction and increase feelings of well-being.*



## UNDERSTAND

Structured reflection aiding deeper understanding of self, situation and others.

## EMOTIONS

Explore and process emotions, consider different perspectives, unpack difficult situations, assess triggers and default behaviours, consider emotional health.

*Step Beyond Stuck: Innovative coaching blended with professional conversation to propel you forward!*



# Impact of coaching

*At the end of a coaching period, the following framework can be used to consider the impact of coaching.*

**FEELS:** Has there been a change to how the coachee feels? E.g. reduced anxiety, higher motivation, reduced stress, improved well-being, increased confidence, greater self-efficacy, improved job satisfaction.

**COGNITIVE:** Has there been a change in cognitive skills or processes? E.g. improved analytical skills, improved problem solving skills, strategising, solution focused thinking, ability to be reflective.

**SKILLS:** Has there been a change to the coachee's skills? E.g. interpersonal skills, time management, delegation, communication, team management, ability to provide feedback, challenging conversations, holding others to account.

**ACT:** Has there been a change to how the coachee acts? E.g. changes to leadership style, changes to systems and processes, changes to ways of working, improved leadership competencies, more effective leadership behaviours.

**ACHIEVEMENT:** Has there been a change in what has been achieved? E.g. improved teamwork, improvement in results, higher staff retention, promotion of key personnel, greater stakeholder levels of satisfaction, increased productivity, progress towards key goals, achievement of key performance indicators, culture change.

**KNOWLEDGE:** Has there been a change to the coachee's knowledge? E.g. new tools, increased understanding, consideration for new ways of working. Or their ability to harness and apply knowledge to bring about improvements, e.g. utilisation of leadership or sector research, ensuring any training accessed leads to impact.

**UNDERSTANDING:** Has there been a change to the coachee's understanding? E.g. Increased self-awareness; deeper understanding of self, situations and other people; better able to see own strengths and utilise these; increased understanding of key variables that impact on performance.

**PERSPECTIVE:** Has the coachee made gains due to looking through different lenses? E.g. increased empathy for others, increased social intelligence, ability to view problems and situations from different vantage points, seeing issues holistically and breaking down issues into components, ability to be objective.

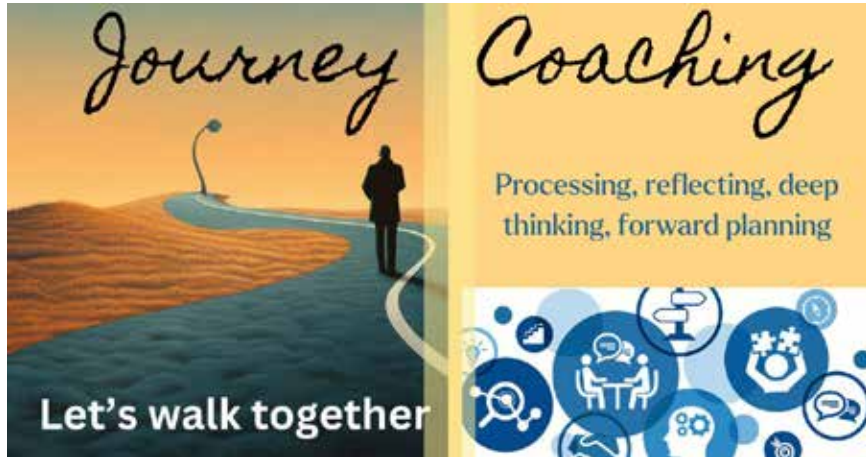
**TRANSFORMATION:** The sum is often greater than the parts. Has the coaching been 'transformational'? Have significant and sustainable gains been made? Coaching often brings about a deep, heart felt change that makes a substantial difference to the coachee, to their work, and to others in both the short term and the long term.



# → Coaching packages

All coaching sessions are bespoke and designed specifically to meet your needs. Here are some popular coaching packages.

## JOURNEY COACHING - NAVIGATE LIFE'S CHALLENGES WITH A COACH BY YOUR SIDE



- Regular, on-going support
- Reflection & interpretation
- Problem solving & forward thinking
- Re-charge your mental capacity

If you are seeking on-going, regular support to process the highs and lows of working as a leader, this type of coaching is for you. Ideal for senior and executive leaders, the sessions provide much needed head space to process work matters. With a focus on reflection, including examining internal dialogue, interpretation of events, and thinking forward, these sessions aid clarity. Coaching sessions can help you to better understand yourself and your situation, provide a structure to think through complex matters, and help you to re-charge your mental capacity. Having a safe space to share the challenges of leadership is important for mental well-being. Having someone to listen who does not work at your organisation, but understands the challenges you face might be just what you need.

## STRENGTHS COACHING - HARNESS YOUR UNIQUE TALENTS



- Includes assessment & report
- Immediately actionable
- Ideal for leaders at all levels
- An amazing, uplifting programme

Highly successful leaders have different styles and approaches. What they all have in common is they know their strengths and how to harness them. This is an incredible, uplifting programme that focuses on positive change by 'naming, aiming and actioning' your strengths as a leader. Even seasoned leaders are amazed at how their personal impact improves. Using the trusted Clifton Strengths Finder assessment, coaching sessions will help you to better understand your talents and how to capitalise on them. Learn how to dial up, dial down and combine strengths for maximum impact. Colleagues completing this programme report that not only do they know themselves better, but it has also helped them to understand others in their team and as a result has led to better teamwork.

# Harness your unique strengths

Discover what you naturally do best.  
Learn how to harness your signature strengths.  
Cultivate what makes you uniquely powerful.

Receive personalised reports and tables

Join over 30 million  
people  
Clifton Strengths Finder



# Coaching packages

## GOAL COACHING - SET YOUR SIGHTS ON A HIGH TARIFF GOAL



**Coaching linked to a high tariff goal**

TURN YOUR VISION INTO A SUCCESS STORY.

Designed specifically for senior leaders with a focus on achieving large scale change, a high tariff goal or key project.

The graphic shows a man and a woman standing on a path that leads to a large white arrow pointing upwards. The path is surrounded by various icons representing business, technology, and communication.

- Drive strategic outcomes
- Lead change & transformation
- Steer action & navigate challenges
- Increase success & impact

Designed for leaders who are managing a project, leading change or want to focus on a high tariff goal. One-to-one sessions help leaders to engage in professional dialogue throughout the life span of the the new initiative or project. This type of coaching supports the leader in achieving a substantial change or a large scale development. It enables the leader to have support every step of the journey. Having regular, structured opportunities to think, analyse, reflect, problem solve and evaluate progress increases the likelihood of success. Colleagues engaging in this type of coaching may find additional wider benefits, such as improvements in leadership skills, a boost in motivation, improved job satisfaction, and increased well-being.

## GROWTH COACHING - DEVELOP AS A LEADER THROUGH COACHING



**Leadership development coaching**

Work towards a personal target

A unique blend of coaching, training, professional dialogue and mentoring for leaders.

The graphic features a hand pointing at a target with an arrow in the bullseye. Below the target are several white dice with the word 'LEAD' on them, and a hand is moving the dice to spell out 'LEARN'.

- Develop leadership style
- Grapple with theory
- Utilise 'apply & reflect principles'
- Set & achieve topic related goals

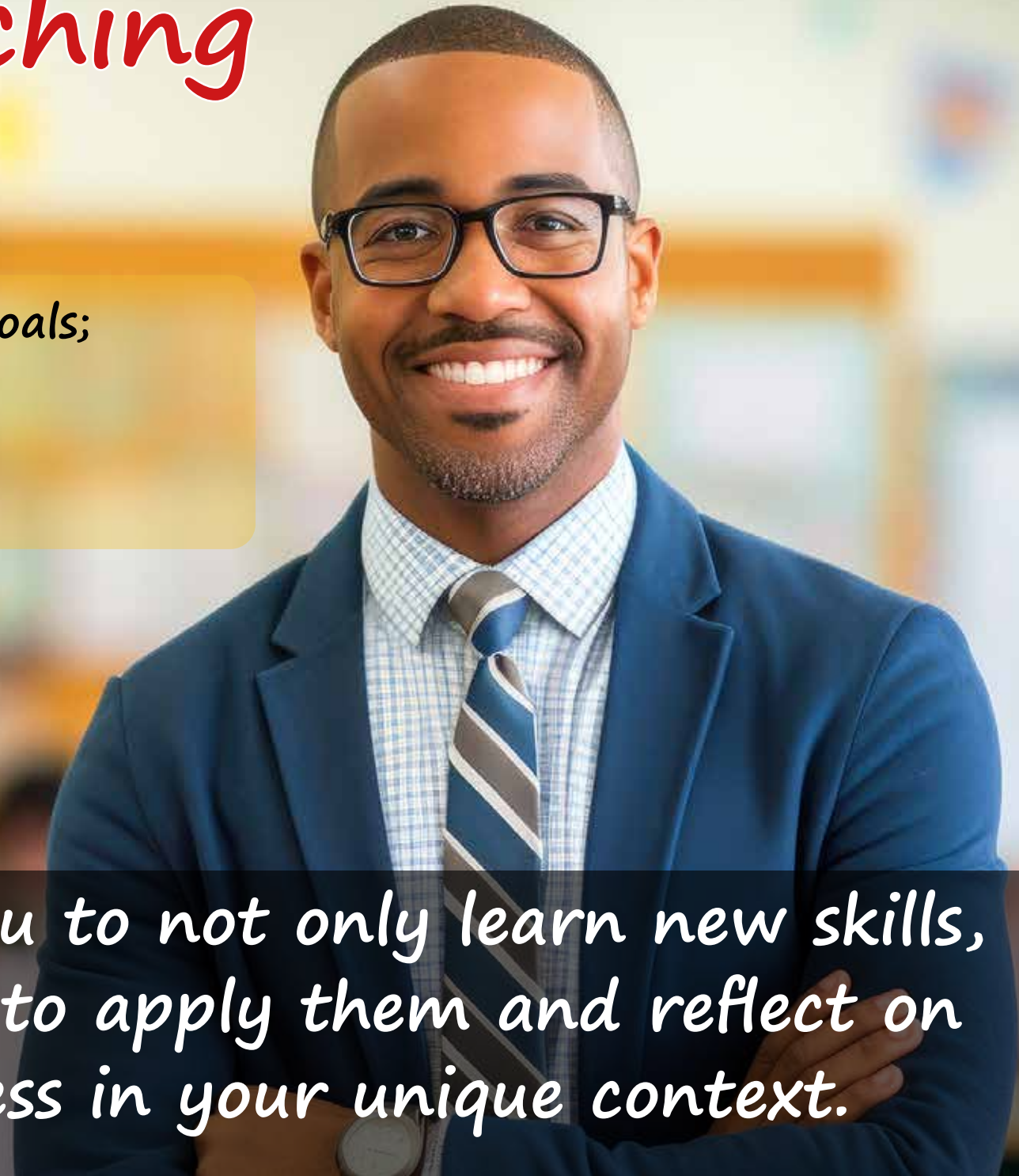
This type of coaching provides a blend of leadership theory, coaching and professional dialogue that aims to strengthen and develop leadership style, skills and behaviours. Perhaps you would really like to improve your delegation skills, expand your approach to dealing with difficult conversations, improve your prioritisation and time management skills, develop strategies for team building, enhance your knowledge and application of emotional intelligence. You select a topic(s) / theme at the start of the coaching programme which is then developed through regular coaching sessions enabling you to work effectively towards achieving the goal. The sessions are matched to your role and experience to ensure leaders can access coaching at the right level. Sessions are 90-120 minutes and include completion of learning & reflection materials between sessions.



# Growth Coaching

*Set and achieve personalised goals;  
Put learning into practice;  
Cultivate the leader within.*

*Coaching enables you to not only learn new skills,  
but empowers you to apply them and reflect on  
their effectiveness in your unique context.*



# → Coaching packages ←

## ISSUE COACHING - SUPPORT FOR TOUGH CHALLENGES AND SPECIFIC PROBLEMS



- **Unpack complex situations**
- **View issues from different perspectives**
- **Process emotions**
- **Think forward**
- **Try out new approaches**
- **Safe space to talk**

From time-to-time, we all face difficult and challenging circumstances at work and if this is something you are experiencing, short term weekly coaching might be just what you need. Coaching can provide the essential head space and structure for unpacking complex situations, processing intense emotions, reviewing events from different vantage points and considering how to move forward. Accessing between 4 and 6 one hour coaching sessions can create a fundamental shift in thinking at a time when it is most needed.

## NEW TO ROLE COACHING - SOAR IN YOUR NEW ROLE, REACH NEW HEIGHTS



- **Perfect for transitioning**
- **Embrace the challenge**
- **Grow into the new role**
- **Reflect and strategise for success**

Perhaps you have moved, or are seeking to move, to a more senior leadership position. Perhaps you have recently taken up a position which requires a shift in mindset and skillset. Perhaps you have just been appointed as a team leader, division head, director. As you transition into the new role, coaching can be a great way to forge ahead and periodically take stock of developments. Embarking on a new role can be as exciting as it is challenging. This coaching programme is designed to facilitate this transition, making it smooth and successful. Embrace change with coaching sessions that provide the guidance, tools, and strategies you need to thrive and lead with assurance. Coaching can be provided prior to starting the new role or at any time in the first year.



# Team coaching

## Interested in team performance? Choose team coaching.

A coaching package can be designed to specifically meet the needs of you and your team. Here are three popular options:

### A: IMPROVING TEAM EFFECTIVENESS for senior leadership teams:

Coaching sessions, often delivered in half-day blocks, can be an excellent way to explore current ways of operating, identify goals for improving effectiveness and generate plans for new ways of working together. These sessions increase colleagues understanding of each other and can facilitate supportive exploration of tricky team issues. You can choose an 'open ended, 'emergent approach' in which key issues surface through the coaching sessions, or a 'goal orientated approach' in which your team have one or more specific objectives they wish to explore.

### B: UNDERSTANDING EACH OTHER - PLAYING TO OUR COLLECTIVE STRENGTHS as an SLT:

Each colleague undertakes the trusted Clifton Strengths Finder assessment followed by individual and team coaching to help colleagues achieve a deep understanding of their own strengths and operating preferences, and those of other team members. Colleagues learn how to capitalise on the team's strengths and how to operate in ways that will be more effective and harmonious. This is a fabulous coaching programme that helps senior leaders understand each other, improves communication, and leads to new ways of working that ensure the team operates at peak performance.

### C: MIDDLE LEADERSHIP GROUP COACHING:

This is a cost effective way of providing coaching that not only supports the individual but strengthens peer relationships. Small group coaching for 4-6 leaders working together on a **shared theme**, e.g. communication, teamwork, managing change, accountability, emotional intelligence. This can be for leaders new to role, emerging leaders as part of the organisation's talent management programme, or leaders who all have the same job role or all work in a particular division of the organisation. Ideally 90 minute sessions or half-day events every 6-8 weeks across a 12 month period.



#### Potential benefits of team coaching:

- Enhanced decision making
- Increased adaptability
- Improved team cohesion
- Better performance
- Innovation & creativity
- Stress management & improved well-being
- Deeper self awareness
- Improved relationships
- Greater team spirit & sense of belonging
- More effective conflict resolution
- Enhanced communication
- Greater appreciation of each other's roles
- Smoother transitions in periods of change

# Be happy; spread happiness

*Ripples of positivity and high levels of well-being creating an upward spiral of success*

*Evidence-informed coaching : create a fantastic climate*



*Tap into positive psychology, Happiness at Work research, and the fantastic body of work by Seligman, M.E. and additional research by Donaldson et al.*

# P E R M A +4 Well-being & happy leader coaching

The PERMA+4 is a robust, evidence-based coaching framework for the measurement, management and development of well-being.

## P POSITIVE EMOTIONS

Exploring the range, frequency, depth, length and impact of positive emotions in a way that enables leaders to increase feelings of well-being in themselves and others.

## E ENGAGEMENT

Engagement is achieving a mental state of high concentration and 'flow' that results in feelings of absorption, high levels of satisfaction and high levels of productivity.

## R RELATIONSHIPS

As social beings, fulfilling relationships are important both at work and in our wider lives. This coaching element: enables leaders to consider how they interact with others, supports leaders to explore the nature and quality of work relationships, and aid leaders in considering how to harness elements of emotional intelligence.



## M MEANING

This aspect of the model considers how leaders derive meaning from their work, their alignment to the vision and values of the organisation, and the difference they make.

## A ACHIEVEMENT

Achieving goals, attaining a sense of accomplishment, overcoming setbacks and difficulties, driving forward developments, achieving change. This part of the model considers perceptions, measurement, impact, recognition, self-esteem and self-efficacy.

*In addition to using various tools, activities and dialogue to make changes to PERMA, the model includes 4 additional elements to provide a holistic approach to improving well-being.*

+4

Physical health

Mindset

Environment

Economic

Thriving. It exists at a personal level. It exists on a relational level. It exists at a team level. And it exists on an organisational level.



# Well-being & happy leader coaching

*Learn about the science and research that underpin happiness at work. Empower colleagues to make changes that will have a positive impact across the team/organisation. Help everyone to have higher levels of personal well-being.*

Due to the impact work has on people, it is perhaps socially and ethically responsible to consider how people can be supported to be as happy at work as possible. In addition, achieving happiness at work has been shown to have a positive impact on the organisation, e.g.

- ✔ **Increased productivity**
- ✔ **Improved outcomes and results**
- ✔ **Enhanced employee relationships**
- ✔ **Higher levels of overall effectiveness**
- ✔ **Better teamwork**
- ✔ **Improved work place behaviours**
- ✔ **Lower levels of absenteeism**
- ✔ **Reduced illness**
- ✔ **Reduced staff turnover**
- ✔ **Reduced stress**

Developing well-being can be elusive, and can be subject to misinterpretation. Choose a structured approach to bring about positive change which considers the science of positive psychology and the research about workplace happiness.

The coaching programme also supports leaders in addressing the HSE (the Health & Safety Executive) management standards for reducing stress in the workplace.

Seligman (2011) revolutionary PERMA model provides a robust framework through which to measure, explore and improve well-being, and can be utilised in coaching to support individuals to achieve high levels of well-being and job satisfaction.

In addition, when combined with the Crane Happy Leadership Model, leaders can start to influence levels of well-being in their team or across the organisation as a whole.

The models provide a mechanism for objective reflection, analysis of the current situation and planning for improvement. A wide range of practical tools and strategies can be used within each section of the PERMA+4 model to shift current thinking and behaviours.



Learn about the science behind the models, consider the variables that impact on well-being, work on active strategies to bring about a positive change. The programme is accompanied by: 1) a series of booklets that enables you to deepen your understanding of how happiness at work is achieved, 2) a question bank that supports you to engage in robust professional dialogue, and 3) practical suggestions that can help you to create a personalised and team plan for enhancing well-being.

You can also add to this programme the VIA 24 character strengths assessment which can help you to achieve happiness in work and life.

# Reasons to choose me

Specialising in coaching and leadership development for executives, senior leaders, middle leaders and teams.

**Organisational Improvement:** Choosing someone who has many years of experience in helping leaders with system and organisational improvement ensures that conversations can be deep, meaningful and set against a shared understanding of the challenges of leadership.

1

Coaching you can trust

2

3

4

5

**Experience:** Having worked with leaders at many different levels, I am able to tailor coaching and training sessions to the roles and remits of individuals, ensuring coachees experience an effective mix of challenge and empowerment.

“Vicky’s level of expertise, her level of reality, and her level of practicality sets her apart from other improvement professionals.”

**Knowledge base:** I can bring to sessions a blend of research, knowledge and coaching skills to ensure you can successfully tackle issues that are pertinent to you and your context. The right questions, the right models and frameworks, the right thinking prompts are critical for purposeful reflection, analytical thinking and bringing about sustainable change.

**Relationships:** The relationship between the coach and coachee is paramount.

“Vicky is warm and engaging and I felt comfortable right from the start. A safe space for discussion. A really positive climate in which anything could be shared.”

**Skilled practitioner:** Dedicated to continuous professional development, I am currently pursuing ILM Level 7 Executive Coaching and Mentoring certification through the University of the West of England. There is a dramatic and meaningful difference between everyday talk and skilled conversations that promotes introspection, self-discovery, and new ways of thinking and acting.

“Vicky’s coaching sessions have transformed my thinking and actions. They have made me recognise and celebrate my strengths and achieve better results for myself and the whole school team.”

Vicky Crane, Leadership Coach, Trainer and Improvement Consultant.



# Contact

Vicky Crane, Leadership Coach, Trainer and Improvement Consultant

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Need more convincing? Book a free one hour discovery meeting.



## Transformative

Coaching can be transformative, changing the way you perceive situations, think and act. *This can fundamentally shift your leadership style and leadership effectiveness.*

## Vitality, job satisfaction, motivation

Coaching can breathe fresh vitality into your work, helping you achieve increased levels of job satisfaction and higher levels of motivation. *This can help you achieve goals and have greater impact.*

## Serenity, perspective, flow

Coaching can increase feelings of serenity by helping you gain perspective, process emotions, explore difficult situations, find and resolve issues, realign thinking. This can help you to find your state of 'flow' at work. *An improvement in your emotional state can often bring about improvements in effectiveness and efficiency.*

## Strengthening & learning to excel

Coaching can enable you to build on your strengths and celebrate your unique profile, and this in turn can help you *develop your authentic leadership style.*

## New habits & improving systems and processes

Coaching can help you to analyse current systems, processes, ways of being and ways of doing. Coaching can help bring intentional thought into action, develop new habits, and improve systems and processes.

## Leverage research and best practice

Coaching can support you to explore best practices, leverage research, and consider the variables that influence outcomes. It can help you have greater clarity on the current picture, gain new insights and support you in setting out plans for a brighter future. *Coaching can help you implement effective practice.*

## Relationships & team effectiveness

Coaching can help you to have a better, deeper understanding of yourself and others, aiding relationships and improving team effectiveness. Increasing self-knowledge can lead to *improvements in inner harmony, greater self confidence and higher self-efficacy.*

## Sustaining

Coaching can help sustain you through difficult times and provide protective space to help process tricky situations.

## Reduce feelings of isolation

Don't walk alone, have someone to talk to who understands the issues leaders face.

*Pricing: As coaching programmes are tailored specifically to your needs, get in touch to explore options.*