
SYSTEMS' COACHING

Transformational innovation in the water & waste water sector

What might this look like for you?...

My quest to discover an answer to this question began with a flash of intuitive insight. I realised that the troubled waste water project & strategic programme that I was involved with needed some form of coaching. Defining what this could look like resulted in a twenty year journey of research and development to pioneer an approach called - *Systems' Coaching (S'C)*.

It was a journey outside my familiar world of engineering project management into an unknown world of organisation design & development (O.D) change, innovation and a profound exploration of coaching.

Systems' Coaching originated within the AMP 2 capital programme and then developed during AMP 3 & 4. An early version operated within a tier 1 contractor being reported as an innovation and achieving finalist at the U.K. National Business Awards.



The approach further developed in association with academia and a variety of niche consultancies specialising in technical, partnering, procurement, innovation, insight, organisation development & coaching. Later the *Systems' Coaching model* advanced within a national water company, in the Middle East, undergoing rapid whole system transformation.

S'C is a '**systemic innovation**' with multiple applications that include, but are not limited to:

If I had an hour to save the world, I would spend the first 55 minutes defining the problem.

- Albert Einstein

- Internal coaching and /or change leadership system
- Centre of Excellence function (multiple applications)
- Disruptive approach to contemporary consulting practice
- Project, programme, portfolio & enterprise level coaching
- Regional integration
- Positive deviant and innovator support system
- Business differentiation and pioneering solution provider
- Thought & innovation leadership within the coaching & O.D. sector

Notably *Systems' Coaching* has been forged within matrix type organisations typically found in utilities, engineering, operations, asset, project & programme management. The approach offers novel insights and solutions to problem sets that are neither considered nor designed for within contemporary O.D. and coaching interventions.

Thought & innovation leadership

Over the past two decades there has been a significant growth and development of coaching practice within organisations.

Coaching is typically defined, purchased, initiated and managed through the human resource, training, or organisation development functions. This has resulted in person and team centric approaches being the dominant evolutionary themes in the coaching sector.

In 2020's thought leaders in coaching are now increasingly recognising that the industry has reached a development and growth plateau. It is a crisis of evolution that calls for a step change in coaching practice to be relevant and valuable in a post Covid-19 economic environment.

At the front line of coaching development is **'organisation coaching'** with the emerging edge considered as **'whole system coaching'**.

Systems' Coaching resides in these categories.



Facing the challenges of operating within a V.U.C.A. world

Alarmingly organisations, in the wake of the tsunami like Covid-19 pandemic, are operating within systemic and economic environments that are subjected to highly disruptive waves of volatility, uncertainty, complexity and ambiguity (V.U.C.A). Swimming within these stormy seas of change increasingly call for transformational practices and approaches that better mitigate organisational risk, maximise opportunity and support enhanced performance.

Systems' Coaching originated within and was developed for matrix organisations to better cope with the challenges of extreme V.U.C.A. operating environments. With unique solutions and insights, forged over two decades, the approach can be designed and configured into an organisation system to offer enhanced:

*You cannot discover
new oceans unless you
have the courage to
lose sight of the shore.*

- Andre Gide, Novelist

- Resilience, stability and adaptability
- Enterprise & strategic risk management
- Improvement & innovation
- Knowledge management
- Learning and development
- Strategic planning and execution
- Transformational change

Interested to find out more?

If you are keen to explore and discover what the *Systems' Coaching* approach can offer then please check out the link below or drop me a personal inquiry through the website.