



HELPING YOU SOLVE THE LEADERSHIP PUZZLE

**ROB MOORS**

**LEADERSHIP COACH  
EXECUTIVE COACH  
L&D COACH  
EVENT SPEAKER  
PODCAST HOST**



# SERVICE BROCHURE 2024

HIGH 5 TEST  Clarity4D  
**MINDSET > TOOLSET > SKILLSET**



**1-1 COACHING  
TEAM/GROUP COACHING  
COACH SUPERVISION  
LEADERSHIP WORKSHOPS  
'THE COACH APPROACH'  
PROGRAMME**





# WHY

To unleash the leaders our world needs, one conversation at a time...

# HOW

By using the 'Coach Approach' to trust, understand, challenge and listen to the amazing leaders we have in our workplaces; recognising their positive intent and potential...

# WHAT

Through 1-1 Coaching, Group Coaching, Training, Facilitation, Podcast Interviews, Speaking Events, Mindset Workshops, Social Media Content, and Simple Frameworks.

## MY BACKGROUND:

I have over 20 years' experience in Senior Leadership roles within People, L&D and Leadership Development teams; spanning organisations such as the NHS, TalkTalk and Sky.

Everything changed for me when I became a first-time leader of people; a shift I was ready for, but not prepared for. My mistake?... Thinking I had to have all the answers. My epiphany came through leadership coaching, which helped me realise that my job wasn't to be the hero; but to guide, develop and coach others; within my own team, and with the stakeholders I served.

I believe a simple shift is at the heart of future Learning and Leadership. For decades we've trained leaders in the skills and traits we want from them (**Skillset**), then provided the resources to deploy them (**Toolset**) but questioned their commitment when it fizzles out (**Mindset**).

By flipping the approach, it becomes much clearer... Get everyone thinking the same way about what we want to achieve and what we want that to feel like (**Mindset**). Then co-create the responsibilities, accountabilities and measures that will help us to monitor if it's working (**Toolset**). Then... coach and develop the skills required to achieve all of this (**Skillset**).

## HOW I GO ABOUT IT:

- Helping Leaders & Teams to add more value in business, through vision, purpose and execution
- Developing a coaching style & conversational skills in Leaders
- Unlocking a new mindset within Leaders that puts people at the heart of performance

## WHAT I DELIVER:

- Leadership Coaching & Facilitation – Operational and L&D Leaders
- Workshops, Webinars, and Keynote Speaking

## QUALIFICATIONS & ACCREDITATIONS:

- Chartered Fellow - CIPD (FCIPD)
- CIPD Level 7 Diploma (HRD)
- Chartered Manager FCMI
- CMI Level 7 Diploma Leadership Coaching & Mentoring
- Fellow - Learning & Performance Institute (FLPI)
- EMCC Accredited Coach (Senior Practitioner)
- Professional Member of EMCC UK & EMCC Global
- Signed to the EMCC Global Code of Ethics
- Performance Consultants Certified GROW Coach
- ILM Endorsed Manager/Coach

RM



# COACHING



## Coaching Discovery Session: 30 Mins - Free of Charge

We will discuss your motivation for seeking coaching, as well as 'why now'. You can reveal your aims and expectations of coaching, and what you are looking to achieve both personally and professionally. It's also a great opportunity for you to ask any questions you might have about me, coaching and how it works.

### Option 1

#### **one-OFF**

1 session of  
60 minutes

Have you got a difficult decision to make? Maybe you need to choose between a few different paths, or you have a particular challenge.

**HIGH 5 TEST**  **Clarity4D**  
Business Partner

Sometime clients want to explore their strengths and personality? I'm a 'High 5 Strengths' Partner and 'Clarity4D Business Partner, so we can look at your strength and communication profiles too.

### Option 2

#### **TACTICAL**

3 sessions of  
60 minutes

You've got a big 3 months ahead, and would like some short term support.

Maybe there's a restructure happening in your team or department? Or struggling to balance leading a team with a course you're completing?

Also, this is perfect for a first time leader as they start out.

### Option 3

#### **STRATEGIC**

6 sessions of  
60 minutes

You see Coaching as an essential part of the bigger picture, and want to gauge the benefits over a longer period.

You want to begin feeling the impact of coaching on all aspects of your work; helping you to solve the problems, meet the challenges and explore the opportunities that you both see, and don't see.

### Option 4

#### **GROWTH**

12 sessions of  
60 minutes

You recognise coaching as an essential part of your continued development and growth.

You value a regular sounding board and confidant... who will challenge and support you.

Each time we'll focus on both your topical and ongoing challenges, opportunities and continued development.



# CONSULTANCY & GROUP COACHING



Defining/Redefining your Vision

Articulating your Mission

Building your Values

Creating Leadership Standards

Scoping Leadership Development

Supporting L&D Impact

Overcoming Barriers

Executive 1-1 / Team Coaching

Performance Management

Culture Development

Whether your establishing a new business, building a new Senior Leadership Team, looking to set a new direction, or are simply stuck looking to generate new ideas to solve existing challenges; group coaching and consultancy can generate that spark to energise the business.

**HIGH 5 TEST**



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A handwritten signature in orange ink, possibly 'RA'.

# 'THE COACH APPROACH' PROGRAMME



HELPING YOU SOLVE THE LEADERSHIP PUZZLE



**NEW FOR 2024!**  
**THE COACH APPROACH**  
**LEADERSHIP PROGRAMME**

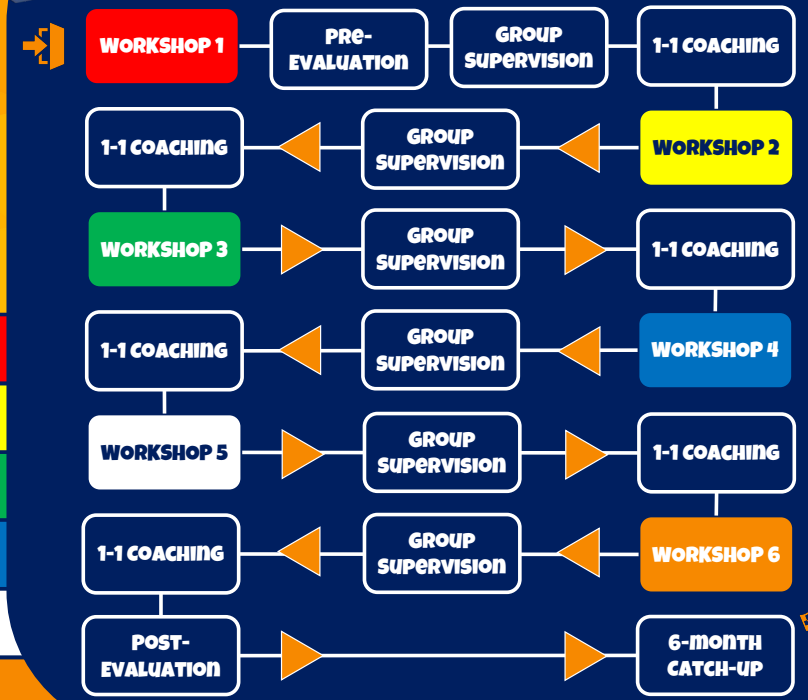
- HOW TO BE A GREAT LEADER**
- COMMUNICATION & BEHAVIOUR**
- THE COACH APPROACH**
- ENGAGE & MOTIVATE YOUR TEAM**
- INDIVIDUAL & TEAM STRENGTHS** 5
- GOALS, PRIORITIES & BLOCKERS**

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 07764 487892
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**GOLD PACKAGE**  
**THE PROGRAMME FLOW:**



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# AN EXAMPLE BESPOKE PROGRAMME...



## KICK-OFF / CONSULTANCY

A 'Kick-off' event/webinar/workshop to cover Culture and Leadership themes; e.g. the role of a leader and the ingredients of an effective culture.  
**OUTPUT:** A co-created culture promise, based on how we want people to feel, rather than what we want them to do; built and owned by the group.  
 This is then the measure of programme impact; a survey to measure the growth of key impact/measurables.

EXAMPLE THEME 1	EXAMPLE THEME 2	EXAMPLE THEME 3	EXAMPLE THEME 4	EXAMPLE THEME 5
<b>TEAM</b>	<b>TRUST</b>	<b>COMMUNICATION</b>	<b>PURPOSE</b>	<b>PERFORMANCE</b>
Motivation Engagement Teamwork Strengths	Building Trust Relationships Rapport Psychological Safety	Communication Great Conversations Challenging Conversations Listening	Shared Vision Shared Mission Cascading Purpose Alignment	Accountability Responsibility Change Goal Setting

## PROGRAMME ROLLOUT

<b>MINDSET</b>	<b>TOOLSET</b>	<b>SKILLSET</b>
<b>WORKSHOPS</b>	<b>EMBEDDING</b>	<b>EVOLVING</b>
A 'mindset' workshop for each topic; to really explore what we mean by each of them, what builds them, what gets in the way, why are they important, why should the business care?	Dedicated Coaching conversations between each workshop to bring the learning from the workshops to the real world, for each individual/team; to challenge and focus.	A before and after survey to assess the progress of the team against set goals; to also be used to identify future development needs to achieve further growth and results.



# FACILITATED TRAINING WORKSHOPS



Think Like A Leader

Think Like A Coach

Your Team is Your Business

Influencing Skills

The Coaching Skill

Inspiring Performance

Having Great Conversations

Challenging Conversations

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Individual and Team Strengths

Clarity4D

Colour Energy and Profiling



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Training is an essential part of '100% Development'.

This is an example list of workshops I run, which can be hosted as:

1-3 Hour Webinars

1/2-Full Day Training

Finding Your 'Why'

Managing Change

Problem Solving

The Art of Storytelling

Stakeholder Engagement

Managing Time and Priorities

Setting Effective Goals

Presentation Skills

Effective Communication

Building a Feedback Culture

A stylized signature or logo in the bottom right corner, possibly representing the facilitator.



# 'CLARITY4D' ACCREDITED TRAINER



<p><b>THINKING</b></p> <p>Reflective Observing Analytical Cautious Formal Exacting</p>	<p><b>THINKING</b></p> <p>Focused Decisive Direct Challenging Assertive Action-oriented</p>
<p><b>SENSING</b></p> <p>Empathetic Concerned Informal Supportive Patient Easy-going</p>	<p><b>SENSING</b></p> <p>Talkative Expressive Light-hearted Sociable Flamboyant Enthusiastic</p>

1D: How do you see yourself

2D: Aggregated



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# KEYNOTE SPEAKING



Bespoke Talks

'Out of the Box' Talks

Event Facilitation

Audience Workshops

Leadership Talks

Great Leaders, Leadership Development, Vision, Engagement, Motivation, Feedback...etc

Coaching Talks

What is coaching, why should we care? Coaching Vs Coaching style, Listening to understand...etc

L&D Talks

L&D Value and ROI, Restructure & Redundancy, Performance Consultancy...etc



**PEOPLE DON'T BUY COACHING...**

**... THEY BUY THE ROUTE TO THEIR DESIRED  
CHANGE OR TRANSFORMATION.**

**SO, INSTEAD OF SELLING COACHING TO YOU, I  
THOUGHT YOU'D PREFER TO HEAR FROM  
LEADERS I'VE ALREADY WORKED WITH...**





“We worked with Rob over a 9-month period to develop and deliver a bespoke “Great Coaching Conversations” programme for our hospice care leadership team.

The programme focused on supporting the team to learn how to pragmatically and practically use **coaching skills** to bring out the best in their team during everyday conversations.

It was great to work with Rob, as he was extremely **positive, flexible** and **responsive** to our needs.

The programme was well received by the team and its **successful application** could be seen in the pre and post training survey assessments that we completed.”



Christopher Dinwoodie  
Head of HR  
Hope House





Alison Fraser  
L&D and Talent  
Manager

“Rob has coached me through a significant change in my role, and I have found his mix of **conversational** style, **challenge** and experience sharing very beneficial.

He has struck a balance between helping me find my own style as a leader, and offering useful tips to help shape my approach to key activity through this time. I always come out of our coaching sessions with renewed **energy** and the belief that I can do this. It’s been the right mix of **challenge** and **encouragement**.

I would say that Rob’s experience in L&D, plus his ability to **listen** to your specific needs add value to individuals and organisations. The tools that he has shared have helped me to build my own plan, based on my personal **strengths** and development areas, of how to effectively operate in my new role.

I would highly recommend him to add value to your business!”



Janice Rowen  
Head of HR

“I have personally experienced and found Rob to have a natural ability to **connect**, listen and **empower** me to believe in my own ability and focus on my personal development.

Our coaching conversations have never felt staged or rehearsed but flow and are incredibly **enjoyable**. His style feels holistic as do his responses which are specific, thought provoking and constructive.

By far the most **personable**, polished coach of which I would highly recommend.”



Sergio Alguacil-Mallo  
Leadership  
Development Mgr  
Zinnia

“Being coached by Rob is like going to the most fantastic hardware store and discovering valuable practical tools to prepare for and navigate the difficult **conversations** I constantly face with my stakeholders and internal customers, as a Talent Development Manager.

Rob has helped me practice more empathy with myself because even talent development professionals are not perfect as professionals. And he has done a great job in coaching me to think and **collaborate** differently when it comes to being a solid partner for the business leaders I serve in my role.

If you need to start thinking out of the traditional L&D box, work with Rob!”



Hanane Aslama-  
Lanjri  
Coach

“Rob is a great **listener**, with a natural ability to coach. I’ve worked with Rob in the past and he’s always shown **compassion** and interest when helping others. He coached me when I was made redundant which really helped me to move on with finding a new role. Rob is very knowledgeable in Learning and Development too which makes him a great **mentor**.

He communicates in a clear way that is easy to **understand** and has a lot of **patience**. Rob is currently coaching me as I find myself in a stand-alone L&D role. I’m really seeing the benefits of having a great coach and how important it is for me.”



“Rob has it ALL!

I have not regretted a single moment since hitting the send button on my first message to Rob. From the very first conversation we had, his **authenticity** and personable nature came across in droves and I knew he would be the perfect Coach for me.

Not only is Rob a great **listener**, he is genuinely interested in every word that you utter. He asks questions which **challenge** you, but in the best of ways, constructively enabling and **empowering** you to bring to the surface the qualities which he has intuitively recognised are in there already!

Rob’s depth and breadth of experience within the L&D space offered me the reassurance that he could empathise with the **challenges** I faced. During our conversations, Rob demonstrated how both his coaching skills and experience can come together to formulate the perfect balance of **self-discovery** and helpful ideas.

I felt Rob worked hard to understand my core **values**, how they drive and **motivate** me to do what I do, and how he could support me to do that.

If you need a professional, friendly and highly skilled coach who will help you drive **results**. You’ve found him!”



Ashleigh Fenwick  
L&D Manager



Andrew Beech  
Head of Org Dev  
Nottingham Trent  
University

“Rob has all the attributes you look for in a **Coach**; he’s thought provoking, incisive and supportive whilst offering the right level of **challenge** and **reflection** to enable useful **reframes** and to generate **options** and **possibilities**, on top of all that he’s a damn nice bloke too!”

“Finding a GREAT coach, like Rob, is like finding the RIGHT lipstick! The right lipstick makes you feel ‘good about yourself’ even when you aren’t **feeling** on top of your game.

Rob’s MO is **conversational**, with no judgement, so you feel equally as comfortable exploring your ‘**WHY**’, as you do when you are stuck for an answer regarding your next steps and he calmly accommodates.

His approach has **enabled** me to consider challenges in a positive way, allowing me to appreciate that I DO have the knowledge and experience to get the result/s I want.

Thank-you, Rob.”



Susan Goodbrand  
Leadership  
Consultant



Giulia Salvi  
Head of People

“There are not enough positive words to describe Rob.

I had the pleasure of having several chats with him over the past few weeks where he guided and coached me into finding not only my **potential** and **strengths** but also supporting me into embracing my weaknesses in a proactive and positive way.

He carefully **listened** to my story and experiences and reacted with positivity, enthusiasm and empathy. His deep knowledge of L&D and work experience make him an open and “think-outside-the-box” professional who supports people in finding their best selves.

If he were able to have such a big and positive impact on me, I cannot imagine what greater **impact** can have in a company as a leadership coach. It is an absolute pleasure to work with you, Rob and I cannot thank you enough for what you did and are still doing with me.”



“The sessions really made me **reflect** on my own working practices, and it was great to get an outside opinion on aspects around team working; with useful **leadership models** and tools relating to real life and creating **meaningful** context for working practice.

Rob created a friendly and relaxed environment allowing **conversation** to take place in a **comfortable** and encouraging way, which really helped get to the core of the sessions; it was really beneficial to have a **sounding board** that offered advice when needed, while always **leading** me to find answers myself and undertake actions.”



Chris Dobson  
Technical Manager  
Redrow Homes

“After 18 years with one company I was embarking on a new journey in an industry that was remarkably different from what I knew. Whilst I settled in really quickly, I knew I needed a little bit of extra help navigating my first few months in a new role. As an advocate of a coaching culture, being a fan of the work Rob had been doing with **Leadership Untitled Podcast** and having previously been a colleague of Rob's, I reached out to explore coaching options with him.

What I love about Rob is he asks **poky questions**, the ones you know you are shying away from to get to the route of where you need to work. Rob tailored each session to meet my needs and focused on where I needed to stretch out of my **comfort zone**.

Rob introduced me to his **RISE** model and it's something that I now use intuitively as a planning tool ahead of most conversations which has helped me grow in **confidence** in conversations that I may have previously perceived as challenging. This also helped me to keep 'imposter syndrome' at bay, since working with Rob, it has never entered my thoughts.

The funny thing about L&D folks, we are quick to support the development of others and often deprioritise our own needs and it's something I recognised in myself a long time ago and know that I need to 'put my own oxygen mask on first' in order to **be at my best** for everyone else. I'd highly recommend Rob, in fact I do regularly with my colleagues, he is an exceptional coach, L&D expert and I value the support he has given me through coaching, enabling me to be the **best version of myself**. Thanks Rob!”



Louise Kerr  
Learning Manager  
Phoenix Group

TESTIMONIAL ACQUIRED THROUGH: **INSPIRE !GNITE**

“Having taken over a new team I wanted to work with a training provider who over a suite of training sessions could:

- Build the **team**
- Help the team **think** broader
- Have different lenses to help **understand** more about the customer
- Build **confidence** and **resilience**

When I was introduced to Rob he **listened** to my requirements and was **flexible** in both approach and content to ensure the program would cover all my requirements get the best out of us as a team.

Whether the sessions were face to face or online Rob was great in getting to know the team, making us all feel relaxed, while still helping us step out of our **comfort zone** in a **safe** environment.

The training never felt formal, always **engaging** and often **fun**.

As a team we have gone from **strength** to strength and the training program was a great **catalyst** for this.”



Anna Pizzey  
HR Service Delivery  
Manager  
Weetabix

TESTIMONIAL ACQUIRED THROUGH: **INSPIRE !GNITE**

“The coaching sessions with Rob have made a significant **impact** on my public speaking skills. Rob has a keen eye for identifying client's **pain points** and possesses extensive knowledge of psychological counselling which is very impressive.

I enjoyed talking with Rob and often **learnt** new things from our **communication** – How to think outside the box? How to wisely manage others' expectations? And so on... all of these have been very helpful for my individual **development plan** for both at work and personal life.”



Melody Chen  
Marketing Specialist  
Xaar



"It was one of the **best learning experiences** I had working with Rob Moors on a part of our Line manager's learning programme. Rob is an incredibly talented coach. His values-centred guidance challenged me to think beyond just "the content curation" and focus more on capitalizing on my **passions** and **strengths** as a Coach myself which was highly **uplifting**.

I found Rob to be a gifted, intuitive listener who distilled my wandering musings into clear, **actionable goals** for our Line managers' learning programme.

His positive and kind personality makes him wonderful to work with, which really helped our group of line managers open up more easily. He has not only been an amazing coach but also a caring mentor, and the strategies and lessons he has provided have **inspired** and **motivated** our aspiring leaders.

I have found his model of **#MindsetToolsetSkillset** highly effective in designing our Learning and Development strategy. I would highly recommend Rob for one-to-one, business, and executive coaching."



Rinku Raina  
L&D Manager  
Cambridge University

"A disrupter - Kindred spirits breaking the mould one coaching conversation at a time

Having been connected with Rob for a couple of years and being aware of with work as a leadership coach I sent out an SOS a year ago asking for his support with a challenging situation at work. Rob quickly put his coaching skills to work to enable myself and my manager to determine the right program. Investing time and energy to ensure the program was right for us and where we were, at that point, as a management team. No cookie cutter or off the shelf approach here.

Rob is able to access a wealth of experience to **facilitate** a conversational approach to learning and coaching.

Rob and I have continued to work together since, he's allowed me to see the real leader I am and want to be, a leader that **inspires** the best in others. Rob knows just what to say to allow you to have **confidence** in self and leadership ability."



Cat Nelson  
GMP & Quality  
training manager  
Evotec

"Rob is a fantastic coach.

He helped me harness the power addressing **WHY** in the realm of L&D and Leadership Development.

He is a thought leader and shows genuine **care** for making sure his clients are getting **value** out of the coaching **relationship**. He invested in the relationship outside of the allotted time for each session.

I'd recommend him to anyone!"



Ben Bergon  
Senior L&D  
Manager  
Chobani

"Rob recently delivered his 'Coaching Conversations Masterclass' to us at Community Gateway. Having attended previous coaching workshops, I found Rob's Masterclass **refreshing** and **relevant**.

He **tailored** the session according to our needs. Everyone was **engaged** throughout. The tools and resources he has provided us will really help us to embed a coaching culture."



Hanane Aslama-Lanjri  
Coach





"Rob designed and delivered a learning programme for my team which opened up their **minds** and taught them skills they had not experienced in the past. Not only the content which blew them away, it was his curious style and ability to **disrupt** years of thinking and habits. Rob is engaging, fun, professional and truly cares.

If you are looking for a solution which is at the other end of the chalk talk scale, and want your team **inspired** through his immersive solutions then reach out to him - he's awesome!"



Karen Chalmers  
Director of Operations  
SThree

"Rob Moors is a highly qualified man, however certificates don't hold much with me, experienced too many people with certs who were not too effective. The models are great tools, shows your thinking, however a tool & like most tools it depends on whose using them.

I would say though that you are a top fella, **kind, considerate, welcoming & empathetic**, just listen to his podcast. You have a great sense of humour, put people at ease & create **safe** environments, I know this first hand from chats we have had.

At the end of the day if you're looking for a coach, look beyond all the flashy stuff, because that's just there to blind and confuse with many people. Look to the **human** skills, that ability to get you thinking, **challenge** your beliefs, because it is here where the magic lies, where the **inspiration** lives, **confidence** is nurtured & **courage** blossoms.

Spend 30 minutes with Rob & you will understand, understand why he is the coach you need!!!"



Scott Benbow  
Head Coach  
Football Fun  
Factory

"Rob is both a wonderful **coach** and **facilitator** of learning. Not to mention a wicked podcast host.

His warm, down to earth and **engaging** style puts people at ease and helps them to be their true **authentic** selves, creating the perfect environment for learning.

I'd **recommend** Rob all day everyday!

And that's why he's one of our chosen few lead facilitators at Coaching Culture."



Jo Wright  
Co-Founder  
Coaching Culture

"Rob has been a big part of the Inspire Ignite team over the last few years. He's brought his passion, **energy** and enthusiasm to several clients and built strong **relationships** with teams and individuals.

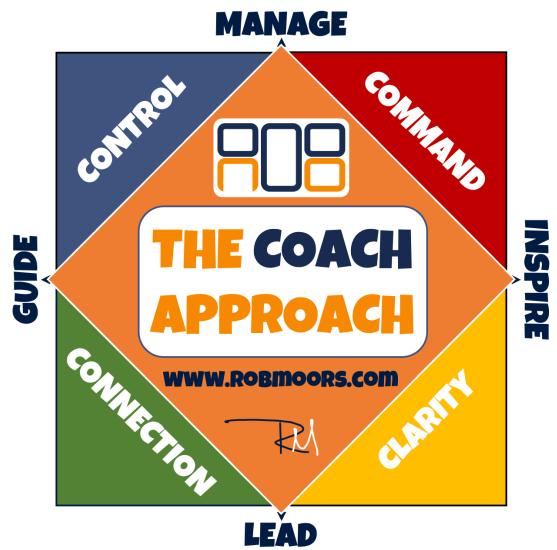
Specifically, he's been working on **team** dynamics and development, supporting individuals to identify their personal **strengths** and **career** opportunities and the design and delivery of a range of short virtual 'ignition' sessions on a wide range of topics.

We are looking forward to even more **awesomeness** as we continue to work together in the future! 🧑🏻‍🤝‍🧑🏻 😊"



Shaun Beck  
Managing Director  
Inspire Ignite





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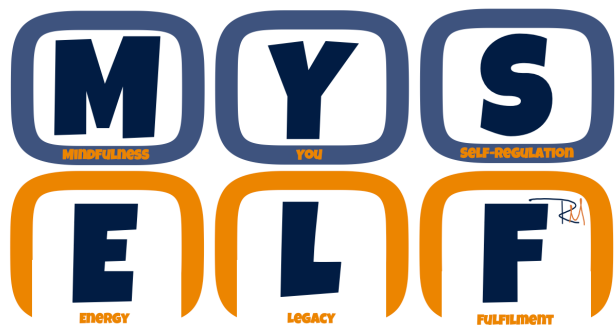


HELPING YOU SOLVE THE LEADERSHIP PUZZLE

### C<sup>12</sup> LEADERSHIP CULTURE CODE

<b>STYLE</b>	<b>LEAD</b> PEOPLE	<b>MANAGE</b> RESULTS	<b>GUIDE</b> PERFORMANCE
<b>PERFORM</b>	<b>CLARITY CONNECTION</b> VISION	<b>CONTROL COMMITMENT</b> GOALS	<b>CAPABILITY CONFIDENCE</b> DEVELOPMENT
<b>INSPIRE</b>	<b>CO-CREATION COLLABORATION</b> VALUES	<b>CONSISTENCY COMMUNICATION</b> ALIGNMENT	<b>COACHING CONVERSATIONS</b> TRUST

**MINDSET > TOOLSET > SKILLSET**



**RESPOND VS REACT**

