

Rob Moors Coaching & Consultancy



Lead. Listen. Grow.



Contents

Page 2	Who's it for?
Page 3	My Values & My 'Why'
Page 4	Coaching & Supervision
Page 5	'The Frameworks Behind the Work
Page 6	'The Coach Approach' Leadership Programme
Page 7	Colour Communication Profiling 
Page 8	Strengths Assessment 
Page 9	Keynote Speaking
Page 10	Bespoke Requests & Webinars
Page 11	About Rob & His Clients
Page 18	Let's Have a Chat
Appendix i	Client Testimonials
Appendix ii	My Frameworks





Who's it for?

For HR and L&D Leaders:

Looking to develop more coach-like leadership across your organisation? I work with teams and leaders at every level to embed practical, human-centred skills that build trust, increase performance, and grow capability.

For Senior Executives & People Leaders:

Whether you're facing pressure, change, or growth, the ability to lead through conversation, not just control, is essential. I help you lead with more clarity, confidence, and human connection.

For Coaches and Supervisors:

If you're supporting others through coaching or leadership roles, supervision gives you the space to reflect, reset, and grow your own awareness. My approach blends structure, curiosity, and insight, so you can bring your best to others.



LinkedIn





My Values & My Why

My 'Why' Purpose

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

My '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...

My 'What'

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

My Values

My values come to life in the way I ACT.

Authenticity

I know who I am, and I believe in everything I do and use

Consistency

I'm always me, and filter everything through my 'Why' and 'How'

Trust

The relationship comes first, at every level and every stage



Coaching & Supervision

1:1 Coaching

For leaders who want to think clearly, lead with confidence, and have real conversations that create change. These focused, personalised sessions help you get unstuck, stay accountable, and lead with more impact. Sometimes this can be more mentoring-like, sometimes more of a sounding-board... whatever helps you.

Group Coaching

For groups of leaders facing similar challenges or change, group coaching creates a shared space for growth. Reflect, share insights, and learn from others; all guided by a qualified coach.

1:1 & Group Supervision

A confidential space to explore your practice, grow awareness, and make sense of what's happening in the room, and in you. For coaches, managers, and people practitioners who want to stay sharp, supported, and self-aware.

As a group, powerful peer reflection, guided by a qualified EMCC Supervisor. These sessions create insight through shared experience, especially valuable for internal coaches, L&D teams, and leadership facilitators.

"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." - **SENIOR L&D MANAGER**





The Frameworks Behind the Work*

*For more detail, please see Appendix ii

Brand

Lead. Listen. Grow.

Philosophy

The Coach Approach™

Coaching Model

CHAT: Challenge • Honesty • Angle • Traction™

Development Methodology

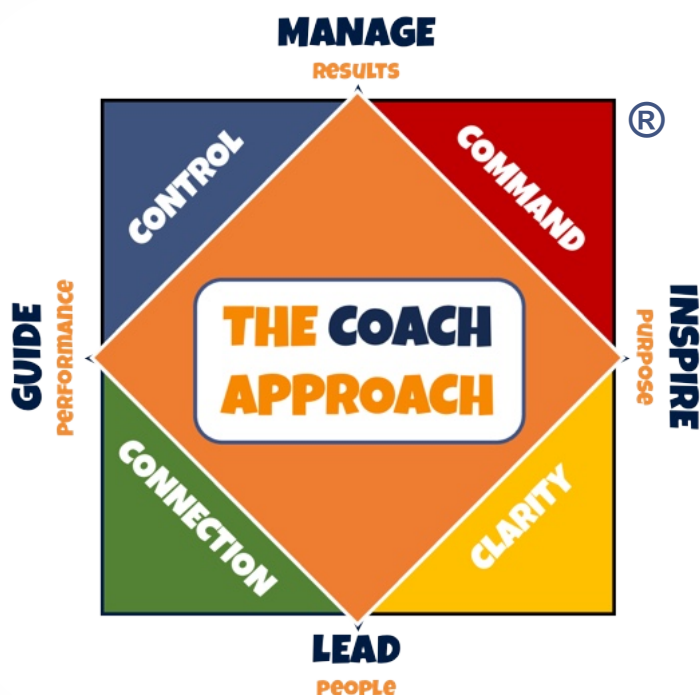
Mindset > Toolset > Skillset™

Leadership Framework

C12 Leadership™



C12 LEADERSHIP



CHALLENGE

Pinpoint the single, highest impact issue hiding beneath the surface noise, enabling you to dedicate finite energy and resources to the most critical problem.

LASER FOCUS

ANGLE

Using reframing and perspective to view the challenge from alternative vantage points; revealing a wider choice of potential and workable solutions.

CREATIVE BREAKTHROUGH

HONESTY

Demand a fearless look at the internal barriers: limiting beliefs, biases, or fears, ensuring you get to the true, foundational root cause of the current challenge.

ROOT CAUSE

TRACTION

Translate insights into a specific, measurable, accountable commitment, ensuring that momentum is generated and progress can be objectively tracked.

MEASURABLE MOVEMENT



The Coach Approach Leadership Programme

A practical programme for leaders who want to lead with more trust, clarity, and connection. **The Coach Approach®** isn't just a framework; it's an immersive leadership development experience that brings it to life. This programme is designed for people leaders, senior teams, or future leaders who want to develop the coaching habits and leadership presence needed to inspire performance, build trust, and create real cultural change.

Helping you solve the leadership puzzle

6 Dynamic Workshops

Each session focuses on a core leadership capability; including communication, motivation, strengths, performance, and coaching conversations. These are highly interactive, story-driven, and built around your real challenges.

1:1 Leadership Coaching

Every leader receives individual coaching sessions to deepen insight, unlock growth, and apply learning to their day-to-day leadership.

Group Supervision & Reflection

Create safe space for reflection, peer insight, and challenge; helping leaders embed learning and raise awareness.

The Coach Approach® Framework

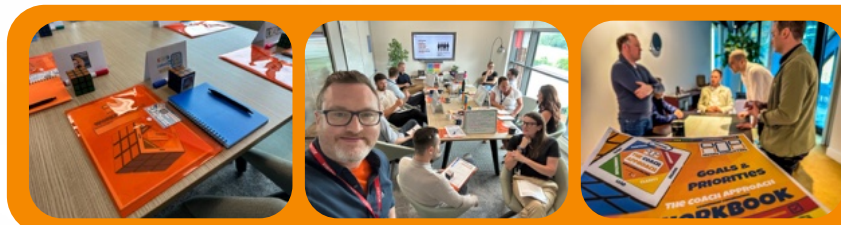
Learn to flex between leadership styles using the Coach Approach Cube; moving from Command & Control to Clarity & Connection, based on what your people need.

Self-Assessment & Tools

Including **The Coach Approach** quiz, **Clarity4D** personality profiles and **TalentPredix™** strengths assessments, to build self-awareness and strengthen team dynamics.

Customisation Options

Add modules, adapt formats, or embed your values. The programme is designed to flex around your culture and goals.



Why It Works

This programme is about practical transformation; not abstract theory. It helps leaders:

- ◆ Shift from telling to listening
- ◆ Create more honest, human conversations
- ◆ Align leadership behaviour with company values
- ◆ Build the mindset, toolset, and skillset to lead with impact

"The Coach Approach helped us move from managing people to developing them. The results showed up in trust, culture, and performance." - **Senior HR Leader**



Colour Communication Profiling

Clarity4D is a powerful, practical personality profiling tool based on four colour energies; helping individuals and teams build self-awareness, improve communication, and work better together. It's easy to understand, instantly applicable, and opens the door to real conversations about who we are, how we lead, and how we grow. I use **Clarity4D** to support leaders, teams, and coaching clients in exploring:

- Their natural communication style
- How they're seen by others
- How to adapt and connect more effectively

It's not about putting people in boxes. It's about opening up better conversations.

How It's Used:

- As part of *The Coach Approach* programme
- In team away days and leadership development
- As a coaching insight tool
- Within bespoke workshops on communication, behaviour, and collaboration

"The colours gave us a common Language, and the team hasn't stopped using it since!"

— **Head of People, UK Charity**





Strengths Assessment

TalentPredix™ is a breakthrough strengths-based talent assessment platform for the Digital Age, combining cutting-edge science with a strengths-led people strategy.

TalentPredix™ Standard

A next-generation strengths assessment designed to reveal what truly empowers success and thriving at work.

It uncovers the enablers of peak performance and career thriving—core strengths, career motivators, values – while also exposing blind spots and growth opportunities that other assessments overlook.

TalentPredix™ 360

A 360-feedback suite of three transformative tools that redefine leadership and talent development – making it more positive, inclusive, and empowering.

TalentPredix™ Team

TalentPredix™ Team goes beyond limiting personality labels to uncover the real drivers of energy, motivation, and performance. Drawing on input from multiple individuals, it highlights diverse strengths, values, motivators, and energy drainers -offering practical strategies to maximize them. The result: stronger collaboration, unlocked potential, and sustained high performance.



TALENTPREDIX™
Talent Unleashed. Thriving Workplaces.





Keynote Speaking

Insightful, practical, and engaging talks on modern leadership, coach-like conversations, performance, and trust. Ideal for leadership events, internal development days, or learning networks. Bespoke requests are always welcome; but to get you thinking, here are some of the most requested topics I deliver:

1. The Coach Approach

How to Lead with Curiosity, Not Control

2. Stop Managing. Start Leading

Why Performance Starts with Trust, Not Targets

3. What Gets in the Way

The Real Barriers to Coach-Like Leadership, and How to Beat Them

4. Coach the Person, Not the Problem

Changing the Conversation in Leadership

5. The Conversations That Count

How Everyday Leadership Shapes Culture

6. Mirror. Signal. Manoeuvre

The Three Moves of Great Leadership





Bespoke Requests & Webinars

Whether you're looking to refresh your leadership culture, build internal coaching skills, or spark new conversations, I'll help co-create something that fits. From workshops to video modules, everything is tailored to your context.



In addition, I also have many short webinar workshops I can offer, off the shelf:

Think Like A Leader		Finding Your 'Why'
	Think and Act Like a Coach	
Influencing Skills		Managing Change
	Setting Effective Goals	
Having Great Conversations		Effective Communication
	The Art of Storytelling	
Inspiring Performance		Presentation Skills
	Building a Feedback Culture	
Individual and Team Strengths		Stakeholder Engagement
	Managing Time and Priorities	
Challenging Conversations		Colour Energy and Profiling



About Rob & His Clients

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'm a coach, supervisor, and leadership programme creator with over 25 years' experience helping people and teams grow.

- ICF (PCC) Coach
- EMCC (EIA) Accredited Coach
- EMCC (ESIA) Accredited Supervisor
- Chartered Fellow of the CIPD
- Chartered Manager of the CMI
- Creator of 'The Coach Approach'
- Host of 'The Leadership Untitled podcast'



Trusted by leaders in professional services, healthcare, education, and beyond. My approach is grounded in trust, shaped by curiosity, and focused on helping others grow, not just change.



Clients

Credentials





Let's Have a Chat

If you're ready to build more coach-like leadership, for yourself, your team, or your whole organisation, I'd love to hear from you. Let's start a conversation and explore what's possible.

Contact:

 rob@robmoors.com
 www.robmoors.com
 07764487892



Appendix i

Testimonials





Testimonials

”
“

“Before we started working with Rob, all of us were strong technically, we were great at doing the job. But as we stepped into leadership roles, it quickly became clear we’d never really been trained or coached on how to lead. It didn’t feel right just being thrown into those positions without support.

Rob came in at exactly the right time. From the start, what stood out was how well he **listens**, he doesn’t just give you answers. He asks questions that get you thinking **openly and honestly**. He’s also incredibly personable and has a real knack for getting the room to open up.

Personally, he’s helped me take more stock of my role in situations, to step back, reflect, and think about what I could be doing differently to lead better. I listen more. I try to deepen relationships with the team so we can have more candid conversations. **It’s made a real difference.**

As a business, we’ve just completed our first round of leadership modules with Rob, and the impact has been invaluable. We’ve only just formed our leadership team, but Rob’s coaching has brought us together and helped us start shaping how we want to lead and the culture we want to create. We’ve since set up internal leadership sync sessions off the back of his work to keep building on the momentum.

We’re still developing, but it already **feels transformational** and I know it will only grow as we continue to work with Rob.

If you’re on the fence, my view is: if you’re in a leadership role (or about to move into one) and haven’t had proper leadership coaching before, it’s a necessity. It’s been worth every penny, and I genuinely don’t think you’ll regret it.”

rame



Joe James
Director
RAME

*More
available on
robmoors.com
& LinkedIn*



Testimonials



“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 for



**Ashleigh
Fenwick**
Head of
Learning &
Talent
The Inn
Collection Group

More
available on
robmoors.com
& LinkedIn



”
“

Testimonials



Christopher
Dinwoodie
Head of HR
Hope House

“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.”

hope house
we're here for children

More
available on
robmoors.com
& LinkedIn



Testimonials

”
“

“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!”


 Phoenix


Louise Kerr
People &
Engagement
Lead
Phoenix Group

More
available on
robmoors.com
& LinkedIn

”
“

Testimonials



Chris Dobson
Technical
Manager
Redrow Homes

“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.”



More
available on
robmoors.com
& LinkedIn



Testimonials



Cat Nelson
Documentation
and Training
Global
Manager
Evotec

"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."



*More
available on
robmoors.com
& LinkedIn*

Appendix ii My Frameworks



Original thinking. Practical tools. Proven impact.

Grounded in Experience. Backed by Results. Both frameworks were born out of 20+ years of leadership experience and hundreds of coaching and supervision hours. They're practical, human, and designed to create real-world change; in mindset, culture, and performance.



Development Methodology

Mindset > Toolset > Skillset

The good news: We're doing the right things

The bad news: We're doing them in the wrong order

Imagine the chaos if we replicated this elsewhere:

STOP, LOOK, LISTEN > LISTEN, LOOK, STOP

MIRROR, SIGNAL, MANOUVRE > MANOUVRE, SIGNAL, MIRROR

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 then questioned their commitment when it fizzles out (**Mindset**).

By flipping the approach, it becomes much clearer. Engage everyone in conversation leading to consistent definitions and agreements about what we want to achieve, why we want it, and how we want it to feel (**Mindset**). Then co-create responsibilities, accountabilities, and success measures to help monitor progress together (**Toolset**). Then, identify, coach and develop the skills required to achieve it all (**Skillset**).





The Coach Approach

Helping You Solve The Leadership Puzzle

The Coach Approach is a practical framework that helps leaders bring coaching behaviours into everyday leadership. It's designed to grow self-awareness, unlock better conversations, and build trust-based performance. At the heart of the model is a simple but powerful idea:

You don't need to become a coach, but you do need to lead more coach-like.

The Coach Approach® begins with four core leadership energies:

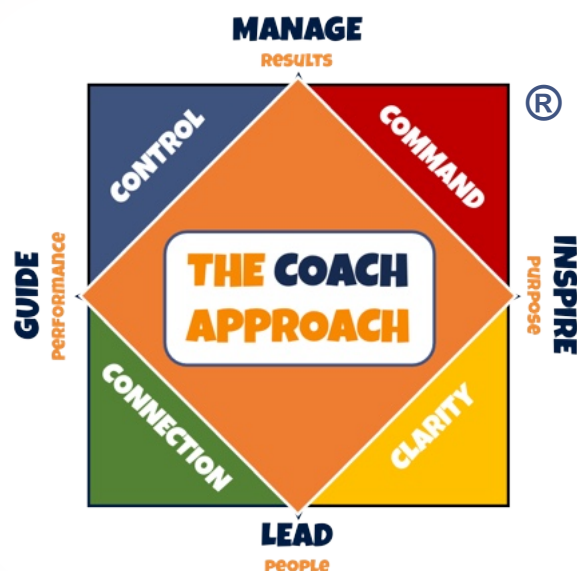
- **Command:** Clear direction, strong decision-making
- **Control:** Consistency, planning, structure
- **Clarity:** Vision, meaning, aligned messaging
- **Connection:** Trust, empathy, psychological safety

These combine into **4 leadership styles:**

- **Command & Control:** Managing tasks and results
- **Clarity & Connection:** Leading connected people
- **Command & Clarity:** Inspiring values-led purpose
- **Connection & Control:** Guiding effective performance

At the centre?

◆ **The Coach Approach:** grounded in curiosity, trust, and real conversation. The space for us to step and invite others into, to achieve a culture of **Authenticity, Consistency, and Trust.**





Coaching Model: CHAT

Time for a quick CHAT?



CHALLENGE

Pinpoint the single, highest impact issue hiding beneath the surface noise, enabling you to dedicate finite energy and resources to the most critical problem.

LASER FOCUS

HONESTY

Demand a fearless look at the internal barriers: limiting beliefs, biases, or fears, ensuring you get to the true, foundational root cause of the current challenge.

ROOT CAUSE

ANGLE

Using reframing and perspective to view the challenge from alternative vantage points; revealing a wider choice of potential and workable solutions.

CREATIVE BREAKTHROUGH

TRACTION

Translate insights into a specific, measurable, accountable commitment, ensuring that momentum is generated and progress can be objectively tracked.

MEASURABLE MOVEMENT



Framework: C12 Leadership

The C12 Leadership Framework

Moving from performance management to performance guidance. Many organisations try to improve results by managing performance; but true performance is built on trust, capability, and consistency. The C12 Leadership model reframes leadership into three key movements:

1 Lead People

-  **Clarity** – Shared purpose, vision, and direction
-  **Connection** – Meaningful human engagement at every level
-  **Co-Creation** – Shaping values and culture together
-  **Collaboration** – Everyday behaviours that build trust

2 Manage Results

-  **Control** – Systems and processes that support performance
-  **Commitment** – Alignment to shared goals and responsibilities
-  **Consistency** – Reliable expectations and follow-through
-  **Communication** – Timely, open, honest dialogue

3 Guide Performance

-  **Capability** – Building the skills and confidence people need to perform
-  **Confidence** – Encouraging belief, ownership, and growth through trust
-  **Coaching** – Developing people through curiosity, feedback, and reflection
-  **Conversations** – Creating space for openness, challenge, and understanding

Together, these 12 elements create
A culture of high trust, high
performance; where people feel
seen, heard, and supported.

C¹² LEADERSHIP





Lead. Listen. Grow.