



◆ AUTHENTICITY ◆ CONSISTENCY ◆ TRUST

# THE COACH APPROACH<sup>®</sup>

## LEADERSHIP PROGRAMME

A structural Blueprint for **effective leaders**  
and **teams that lead themselves**





# Why other programmes haven't worked for you...

Most leadership development starts with **Skillset**, and focuses first on what leaders should do, before exploring how leadership is currently being experienced, what pressures are shaping behaviour, or what the wider culture is reinforcing every day. Organisations send leaders on courses to learn how to coach, communicate, delegate, motivate, challenge, manage performance, or hold difficult conversations. The assumption is that if people learn the right techniques, behaviour will naturally improve. Sometimes it does. But very often, the learning fades quickly once people return to the pressure of day-to-day leadership; not because the training was bad, and not because the leaders were incapable... but because the sequence was wrong: **Skillset → Toolset → Mindset**. The result is often temporary enthusiasm without lasting behavioural change. Leaders leave inspired, but return to the same pressures, habits, systems, and expectations that shaped the original behaviours.

The Coach Approach® is designed differently. We work in the opposite direction: **Mindset → Toolset → Skillset**; because sustainable leadership change rarely begins with techniques... it begins with awareness. Before leaders can consistently change behaviour, they need space to think differently about leadership itself. About responsibility, ownership, trust, accountability, communication, and the hidden pressures shaping how they lead under stress. That is the **Mindset**. From there, we focus on the **Toolset**. Not generic tools, but practical structures that support better leadership day to day. Clearer conversations. Better contracting. Shared ownership. Team accountability. Frameworks that reduce dependency rather than reinforce it. Only then do we focus on **Skillset**; the practical leadership and coaching skills required to bring the approach to life consistently.



# The Coach Approach<sup>®</sup>

## Programme Architecture

This is not a traditional leadership training programme. It is a practical development journey designed to help leaders think differently, lead more effectively, and create the conditions for others to step forward. The programme combines workshops, coaching, supervision, and diagnostic tools to support lasting behavioural change, not just temporary learning.



### 1. Structural Workshops



We do not believe leadership changes because people sit in a room and listen to presentations. These six highly interactive workshops help leaders rethink how leadership is experienced, understand the hidden causes of friction and dependency, and develop practical ways to create greater trust, accountability, ownership, and performance across their teams.



### 2. 1-1 Leadership Coaching

Workshops create awareness. Coaching turns awareness into action. Each participant receives individual coaching to explore their own challenges, leadership habits, blind spots, and opportunities. This creates space to apply the learning to real situations, overcome barriers, and build confidence in a way that feels relevant to their day-to-day reality.



### 3. Group Supervision

Leadership can be isolating, especially when trying to lead differently. Group supervision provides a confidential space for reflection, challenge, learning, and support. It helps leaders think clearly about difficult situations, learn from each other, and stay committed to the changes they want to make when pressure and complexity inevitably show up.



### 4. Diagnostic & Profiling Tools

Meaningful development starts with understanding where we are now. The programme includes a range of diagnostics and profiling tools that help leaders better understand themselves, their strengths, communication preferences, motivations, and team dynamics. This creates a foundation for deeper self-awareness and more targeted development throughout the programme.

# The Workshops

6 workshops

1-Day each

Mindset First Approach

6-10 Leaders



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## Leadership Shouldn't Feel Heavy

Redesigning how leadership actually works day to day



This module helps leaders understand why leadership so often becomes operationally and emotionally heavy, exploring the hidden impact of unclear ownership, over-responsibility, and leadership architecture on performance and culture.

Leaders leave with greater clarity, stronger boundaries, and practical ways to redistribute ownership so leadership feels calmer, clearer, and more sustainable.

### Mindset

- What makes a leader 'Great'?
- Performance v Results
- Accountability V Responsibility

### Toolset

- Using The 'C12 Leadership' Framework
- How can we scale and Measure this?
- Defining The ingredients of Performance

### Skillset

- Recognising which leadership style to use
- Awaking responsibility within people
- Not 'Managing' everything



# The Workshops

6 workshops

1-Day each

Mindset First Approach

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## Why Good Intentions Go Wrong

Communication, behaviour, and understanding pressure.



This module explores how behaviour, communication preferences, pressure responses, and assumptions shape workplace relationships, misunderstandings, and team dynamics, using Clarity4D as a practical framework for awareness and reflection.

Leaders develop greater emotional intelligence, adaptability, and communication awareness, improving trust, collaboration, and the quality of everyday conversations.

### Mindset

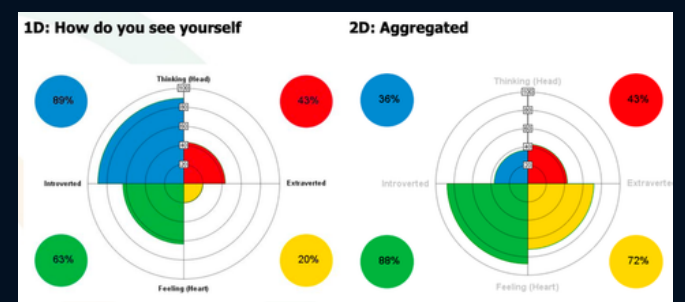
- Where does our energy flow?
- What impact does this have?
- What is 'full communication'?

### Toolset

- 'Clarity 4D' Colour Profiling
- Colour Energy flows
- 'Clarity 4D' Survey and Report

### Skillset

- Recognising styles & Behaviours
- Adaptability to what is needed
- Having more effective Communication



# The Workshops

**6 workshops**

**1-Day each**

**Mindset First Approach**

**6-10 Leaders**



**3**

## Stop Rescuing. Start Guiding.

The Coach Approach to leadership conversations



This module introduces The Coach Approach®, helping leaders move away from over-directing, fixing, and rescuing, and towards coaching-led conversations that build thinking, accountability, and ownership within their teams.

Leaders leave with practical conversational frameworks and increased confidence to guide performance, challenge supportively, and create greater independence in others.

### Mindset

- Do we have time to be a Coach?
- How important is Trust?
- Why should anyone Care about Coaching?

### Toolset

- Using 'The Coach Approach' Model
- Using the 'CHAT Coaching' Model
- Using the 'RISE' Conversations framework

### Skillset

- Having more great conversations
- Navigating difficult conversations
- Developing Emotional Intelligence



# The Workshops

**6 workshops**

**1-Day each**

**Mindset First Approach**

**6-10 Leaders**



**4**

## Why Good People Switch Off

Creating cultures people want to contribute to



This module explores the deeper drivers of engagement, trust, accountability, and motivation, helping leaders understand how culture is shaped through everyday behaviour, conversations, and leadership consistency rather than surface-level initiatives.

Leaders leave with a clearer understanding of how to create psychologically safe, high-performing environments where people feel trusted, valued, and motivated to contribute.

### Mindset

- What are engagement surveys for?
- What really motivates people at work?
- How does all this show up at work?

### Toolset

- Using 'Engaged Performance' Framework
- Measuring our motivation levels
- Identifying actions to improve both

### Skillset

- Linking engagement to performance
- Communicating to inspire
- Unlocking Individual & team potential



# The Workshops

**6 workshops**

**1-Day each**

**Mindset First Approach**

**6-10 Leaders**



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## From Strength to Strengths

Building teams that don't depend on you



This module explores how individual strengths, energy, and working styles influence team dynamics, ownership, and performance, using TalentPredix to increase awareness of both individual contribution and collective interdependence.

Leaders leave with a clearer understanding of how to build balanced, accountable teams that collaborate more effectively, step forward with greater confidence, and rely less on leadership intervention.

### Mindset

- Are strengths natural, or learned?
- Are weaknesses strengths overplayed?
- Can we learn & borrow other strengths?

### Toolset

- Using the 'TalentPredix' Survey
- Leveraging the 'TalentPredix' Profile
- Mapping Individual & Team Strengths

### Skillset

- Conducting 1-1 Strengths coaching
- Aligning strengths & Performance
- Building strategy with Strengths



# The Workshops

**6 workshops**

**1-Day each**

**Mindset First Approach**

**6-10 Leaders**



**6**

## From Friction to trAction

Goals, priorities, accountability, and momentum



This module explores the practical realities that slow teams down, including unclear priorities, competing demands, avoidance, operational drag, and lack of accountability.

Leaders leave with clearer frameworks for creating focus, momentum, ownership, and meaningful trAction, enabling teams to move forward with greater clarity, consistency, and follow-through.

### Mindset

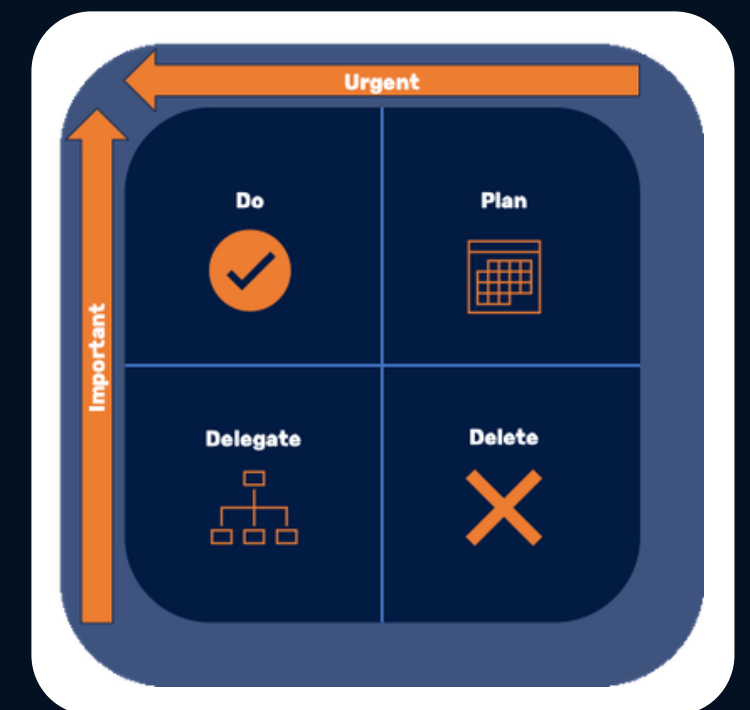
- What is prioritisation?
- Whose responsibility is prioritisation?
- Are our goals aligned?

### Toolset

- Using the 'Prioritisation' Matrix
- Putting 'CHAT' to work
- Recognising why 'Change' often fails

### Skillset

- More effective ownership & Prioritisation
- Generating worthwhile & Aligned goals
- Moving from action to 'trAction'





# Embedding Tactic

## The Coaching Edge

The 'status quo' has a horrible habit of quickly dragging us back to where we were, usually when the pressure hits, deadlines loom, or we experience a setback when trying out our new approach. The key here to provide the time and space to identify and acknowledge this, then re-contract to go again.



Executive coaching was shown to significantly improve managers' progress towards leadership goals in a 2025 study involving 202 leaders across 13 organisations.

**Source: Springer Nature, 2025.**



Research from the International Coaching Federation shows that accountability and structured reflection significantly increase follow-through and goal achievement.

**Source: International Coaching Federation (ICF).**



Longitudinal coaching research found that behavioural changes developed through coaching were still evident more than a year after coaching had ended.

**Source: British Psychological Society research.**



### Coaching Support

Rob (or one of his associates if you prefer) can provide 1-1 coaching after the workshop to keep momentum going, and to address blockers that are being experienced in live deployment, fostering confidence during the process

### Potential Blockers

Culture bite-back

- The skills will be forgotten if the system within which the team operates makes it difficult to deploy them
- You can get push-back from colleagues, leaders, peers, and stakeholders
- Pressure and capacity means you revert back to quick answers and old habits
- Coaching provides the ultimate safe space to surface the deeper reasons, emotions, and feelings that are blocking action, traction, and progress.



# Your Needs **Your Choice**



## Workshops only

- All 6 modules delivered over 6 or 12 months
- Pre + Post Evaluation based on Module 1 outputs



## Workshops + Group Supervision

- All 6 modules delivered over 12 months
- Pre + Post Evaluation based on Module 1 outputs
- 6 Half-Day Group Supervision Session between each module



## Workshops + Group Supervision + 1-1 Coaching

- All 6 modules delivered over 12 months
- Pre + Post Evaluation based on Module 1 outputs
- 6 Half-Day Group Supervision Session between each module
- 6 1-Hour Coaching Sessions for each Leader
- **The most effective route for organisations that want behavioural change to last beyond the workshop room**



# Testimonials

**Joe James**  
Partner



**"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."**

# Testimonials

**Paul Hammond**  
Partner, Indirect Tax



cowgills

Part of the SUMER  Group



"We brought Rob in to run The Coach Approach leadership programme for our leadership team to focus on three main areas: (i) a step change in the approach of the leaders within the team, (ii) to harmonise our approach as leaders, and (iii) to provide us with something deeper and more collaborative than simple 'tick box' skills training.

Rob created an environment of trust, honesty and challenge. His coaching-led style encouraged real conversations rather than surface-level discussion; whilst the frameworks he provided gave us practical ways to apply the learning in our 'day to day'. The programme helped us to identify what we are about as a team, the leaders we wanted to develop into, and to improve the quality of our conversations, and build greater confidence across the team.

We are already seeing tangible changes in key areas, such as interactions between team members, engagement from junior members of the team, as well how both decisions are made and responsibility is shared. There is more clarity, more ownership, and more understanding throughout the team.

This is in no small part down to the programme and Rob's approach. He is immediately credible, engaging the most sceptical in the team, but with a calm and thoughtful presence. His massive experience means the programme is not a 'one size fits all', but a bespoke programme dealing with the real issues we as a team were facing. He listens exceptionally well, challenges at the right moments, and creates the conditions for leaders to grow.

If you are looking for a leadership programme that will both identify and deal with your specific needs, and something that genuinely changes behaviour and strengthens culture, not just one that delivers content, we would strongly recommend Rob and The Coach Approach."





# What Happens Next?

## Get in touch



### Contact Details

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