



**BLACK FLAG COACHING**

# **AN INTRODUCTION TO A STRENGTHS BASED APPROACH**

*Proposed by:*

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# The Reality of the workplace

- Productivity is slowing down, and traditional human development is not working.
- Managers are feeling disengaged, burned out and they are looking for new opportunities.
- These managers and their actions account for 70% of the variance in team engagement.
- What impact does this have on the engagement levels within your organisation?
- What impact do these engagement levels have on productivity, innovation, wellbeing and ultimately profitability?

## So here is why its worth solving.

- A strengths-based team are a group of talented contributors who are valued for their strengths and who need one another to realize individual and team excellence.
- Teams whose manager received strengths-based feedback have 12.5% greater productivity and 8.9% greater profitability.
- Needs are individual, so recognising people using their strengths shines a light on the individual.
- 81% of employees who received meaningful feedback in the last week, are engaged. Engagement lowers stress and levels of depression and anxiety; this supports a reduction in absence and employee attrition.
- Remember, if they can't see it, they can't be it! How many geniuses do you have in your business, who just don't realise it yet?
- When someone focuses on using their strengths, they are 3x as likely to report having an excellent quality of life and they are 6x as likely to be engaged in their jobs.
- In the best organisations, employees who received strengths-based development were found to have up to 18% increased performance.

# The Approach

## The Strengths-Based Approach.

A Strengths-Based approach focuses on what is right with people, rather than what is wrong with them. This means that the focus is on investing in their talents to turn them into strengths.

The CliftonStrengths assessment highlights a persons key talents by revealing their talent DNA.

By helping people to understand their talents, they are able to deliberately apply them in everyday life, both work and home. When someone is operating in the “strengths zone” they are approaching life in a way that is natural and authentic. This drives morale, engagement and performance.

For teams of people, it gives a common language for the appreciation of others; this results in more effective relationships and opens the way for effective partnerships. This approach will drive engagement, innovation, morale and performance. In turn that can drive business growth and greater profitability.



# The solutions

## **1-2-1 Coaching for managers and leaders.**

Welcome to the world of CliftonStrengths! Discover your unique talents and unlock your full potential with our comprehensive 34-talent report and personalised coaching sessions. I am a Gallup strengths coach and I'm here to help you "Name", "Claim", and "Aim" your core strengths, using the principles of positive psychology and applying them to your everyday life. With my guidance, you can achieve more than you ever thought possible, naturally and authentically. By tapping into your strengths, you'll not only increase your motivation and satisfaction, but you'll also experience a sense of fulfilment that comes with living up to your true potential.

## **Team Growth sessions.**

Unlock the full potential of your team by empowering them with strengths-based sessions that are tailored to their individual needs and goals. As a Gallup strengths coach, my expertly designed sessions, formulated to deliver your objectives, help your team members identify their unique strengths, and learn how to work together more effectively, resulting in increased productivity, engagement, innovation, and well-being. My approach also promotes diversity, inclusion, and belonging, creating a positive and respectful environment where everyone can thrive. With these coaching sessions, you'll give your team the tools they need to succeed and achieve their goals.

# Why Work With Me

"I have 30 years of leadership experience across multiple sectors and types for businesses, ranging from privately owned to large corporations.

We will speak the same language and carry the same scars!

My purpose has always been to help others, and I am at my happiest when I am doing just that.

As a coach, my intention is to help you find your certainty, as you know what's best for you.

My values are boldness, curiosity, optimism, authenticity and supportiveness, which align powerfully.

I see myself as the bridge that can help you move from your current situation to your desired future state.

I am an intuitive and authentic coach who is internally confident in an infectious way. Enthusiastic about the future, I help you to visualise possibilities and discover your best route to achieve what matters to you. Together we will transform something great into something amazing.

I am a Gallup Certified Strengths Coach and I hold an ICF accreditation."

# Measures Of Success

## The following outcomes can be delivered:

- I can help individuals and teams to get to their highest calling and help them to get over limiting beliefs that are holding them back.
- I can help people to turn their talents into strengths and to apply them in everyday life to build happiness and success.
- I can support leaders in driving engagement, innovation and productivity so your business can become more successful.
- I can help each person to be the best version of their authentic self, so that they become more engaged and more effective in their role and beyond.
- I can help leaders to understand the dynamics of their team, so that they can improve ways of working and become more effective and more successful.
- I can help you to uncover the powerful partnerships that exist within your business.



“Thank you for taking the time to read this brief introduction to the possibilities that exist within a Strengths-Based approach, for you, your team and your business.

If you are interested in finding out more, please book a FREE call using the QR code below.

I tailor my offerings to match the exact needs of my clients, so we would start by discussing your current challenges and what you would like to achieve. We will use the best imaginable outcome as a starting point.

Together we can build the right solution for you and your business.

This can include 1-2-1 coaching sessions for leaders and managers, team sessions and working with you to embed the strengths-based approach into your business.

I am looking forward to having the opportunity to discuss how I can help you to achieve your goals and to add real value to your business.

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