



The Big Blue Box Ltd

New Appointment

A well-known UK household name and one of the Big Four in their sector, this organisation has been using coaching for a number of years and understands its advantages. They have clearly thought through what coaching is all about and how they want to use it. In their presentation and awareness of coaching they came across as knowledgeable, flexible, open to working with different styles and seeking a partnership approach.

Coaching is fully supported and exemplified right at the very top of the organisation – all the Board members and senior managers have coaches. Coaching is not used or seen as a ‘remedial’ option, it is positioned as a development expectation that all the 200 senior people in the organisation and all the aspiring key talent will have access to regular coaching. It is offered to everyone with a title equivalent to ‘Head of’ in their organisation.

There are plans and budgets available to support the delivery of coaching, and the expenditure is committed, used and reported. They have delegated decision making to one person who sets the Coaching Strategy and manages its implementation across the organisation – a staff complement of many thousands.

Our suitability as a potential supplier was assessed quickly and decisively in the interview. The discussion indicated appropriate familiarisation and ‘on boarding’ and spoke of annual ‘gatherings’ to inform, share update, and renew the partnership relationships with their external coaches.

Following my opening remarks, specific areas were explored:

How do you go about your continuing personal and professional development? – There was no prescription or expectation of a particular method, more an exploration of any approach and a test that CPD is at least considered.

Affiliation to any coaching bodies? – it isn’t mandatory but would be another indication of professional standards.

How do you structure your coaching? I explained that coaching sessions are of indeterminate duration – each as long as it needed to be to conclude the conversation, not limited by the clock or a meeting room booking!

Do you have any particular areas of focus in your coaching offer? We explored the way we structure our coaching and the particular topics that seem to arise and the ‘level’ and description of a coachee. It was also apparent that prior experience in their industry sector was not an issue.

I asked how the organisation undertakes Evaluation of coaching. It was acknowledged that it is a challenging subject as the ‘outcomes’ arise in numerous forms - We shared honest views on the subject! Ultimately the process is to compare their initial expectations with the outcomes.

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We have been working to set up this first meeting for some considerable time and there is a story of a good relationship having been established through correspondence. For several reasons this was the right moment for a decision and the Big Blue Box has immediately been appointed to join their cohort of senior leadership coaches.