



## Professional coaching and mentoring with Sue Johnston

Kia ora/Hello,

Thank you for considering me as a coach or mentor. I've put together this information to provide you with answers to some frequently asked questions about coaching in general and about my approach.

### What is coaching?

I love the impact of professional coaching. It's different from advice-giving, counselling and mentoring. It's goal-directed and future-focused, with the client in the driver's seat. In a mentoring engagement, there is some similarity to coaching, with the addition of giving advice when requested.

### Common coaching objectives and topics

My clients often have goals around gaining more confidence in specific areas of their work and life. They want to become more effective by:

- Leading more authentically.
- Building team trust
- Being more courageous
- Having more resilience to deal with setbacks and disappointments.
- Life balance and wellbeing
- Overcoming mind traps and self-sabotage.

Here are some common topics my clients bring to our sessions.

- Having brave conversations.
- Giving and receiving feedback.
- Moving from reacting to responding more constructively.
- Addressing rather than avoiding negative team dynamics.
- Taking risks and encouraging innovation.
- Building the confidence of team members to speak up.
- Holding people accountable when boundaries are crossed.
- Perfectionism and fear getting in the way of learning and growing – their own and others.
- Learning new ways to approach and deal with stress in the workplace
- Personal wellbeing and experiencing more energy and impact.

## What to expect from me?

I am a Professional Certified Coach with the International Coach Federation (ICF). Their definition of professional coaching and the coach's responsibilities guide my coaching practice.

I partner with clients in a thought-provoking and creative process that inspires them to maximise their personal and professional potential, which is particularly important in today's uncertain and complex environment. I honour the client as the expert in his/her/their life and work and believe every client is creative, resourceful and whole. My responsibility is to:

- Discover, clarify, and align with what the client wants to achieve
- Encourage client self-discovery
- Elicit client-generated solutions and strategies
- Hold the client responsible and accountable.

This process helps clients dramatically improve their outlook on work and life while improving their leadership skills and unlocking their potential.

My clients include emerging, established and executive leaders from public sector organisations, private sector businesses, non-government organisations, individual leaders, entrepreneurs, and sports professionals.

Clients seek me out for my ability to equip them to lead with courage and authenticity. I have a reputation for establishing a high-trust environment that enables clients to get comfortable with discomfort, stretch and challenge needed to explore and develop their leadership potential.

My various credentials inform my coaching practice.

- Certified Dare to Lead™ Facilitator
- Certified Daring Way™ Facilitator
- Certified Growth Edge Coach
- Results Certified Coach
- Positive Intelligence Coaching
- LifeStar Wellbeing and Regenerative Resilience coaching.

I have over 700 hours of coaching experience. In addition to my New Zealand clients, I work with clients in Europe, USA, Australia, Singapore and India.

## **Working well together**

I want my work with my clients to have a profound and lasting impact on their work and lives. I have criteria that I know contribute to the value and success of my coaching engagements. Clients move beyond learning and identifying key improvements and tools to investing time in doing agreed practices between sessions. This means I will be an accountability partner.

## **Clarity of focus for each session**

This means I may seek permission to interrupt a conversation if it focuses on the detail of a past event at the expense of meeting the client's identified need.

## **Respect for each other's time and energy**

This means keeping to the agreed start and end times of our sessions. It also means giving each other as much advance notice as possible about the need to change the date of a scheduled session.

## **The time between sessions keeps up the momentum**

That means the time between sessions will usually be monthly, with extra check-ins with me between sessions.

## **How does it work?**

### **1. Decide if I am the right coach for you**

It's not unusual for clients to consider me alongside other coaches offering leadership services. I encourage this to ensure a good match and fit between my clients and me. I offer a free up to 60-minute introductory session for this reason.

### **2. Confirm the length and duration of our coaching engagement**

Once we have decided to work together, we confirm the term of our coaching engagement. The minimum time is six months. This gives us enough time to work on the identified goals, practice new skills and develop new habits.

### **3. Agree and sign the contract**

The contract sets out the terms of our engagement, billing and price and our respective responsibilities.

### **4. Get underway with the goal-setting session**

The first session is a 90-minute goal-setting session. These goals guide the rest of our sessions together.

### **5. Coaching engagement continues**

Our remaining sessions will be 60-minute sessions (90-minute sessions if we are doing a Dare to Lead engagement). These sessions can be either face-to-face or via Zoom. I encourage feedback along the way to ensure I am meeting the client's needs.

Some clients extend our coaching engagement beyond six months with new goals. Others want to keep me on as an accountability partner and mentor, in which case we will figure out what works best for them regarding the regularity and duration of sessions. You will have the option of extending our engagement with a monthly subscription option which includes either monthly sessions or 100-day check-in sessions, with monthly group coaching sessions.

### What are the Coaching Packages?

I offer six and 12 monthly coaching packages. There are one-to-one and group coaching options.

#### One on one Coaching

##### 12 Month Package

- 1 x 90-minute goal-setting session.
- 9 x monthly 60-minute sessions.
- Bonus 1: Six-week online Positive Intelligence Mental Fitness Programme (value NZ\$1500.00).
- Bonus 2: Six-week online LifeStar well-being and resilience reset challenge.
- Email and phone availability between sessions
- Up-front fee and Monthly subscription option

##### Dare to Lead package

- 10 X 90-minute goal sessions
- Dare to Lead workbook
- Access to Dare to Lead videos and other assets
- Dare to Lead trained status on completion of the programme
- Upfront fee and Monthly subscription option

##### Six Month Package

- 1 x 90-minute goal-setting session.
- 5 x monthly 60-minute sessions.
- Bonus: Either the six-week online Positive Intelligence Mental Fitness Programme (value NZ\$1500.00) or the six-week online LifeStar wellbeing and resilience reset challenge.
- Email and phone availability between sessions.

#### Group Coaching

##### LifeStar Wellbeing and Regenerative Resilience

- Weekly group coaching sessions for the first six weeks, then monthly sessions (recordings added to the LifeStar app to personalise your plan.
- Exclusive community of Life Stars to keep you inspired.
- Small pod group to strengthen connection and promote sharing.

- 100 day check-ins to keep you accountable.
- Bonus 1: six-week reset challenge on the LifeStar app to kick start your progress.
- Bonus 2: Mini reset guide to moving you from overwhelmed to focus.
- Bonus 3: LifeStar habit prompts to remind you to keep going with your new practices.

### Positive Intelligence Mental Fitness Programme

- Six week online foundation programme (value \$1500)
- 6 X weekly group coaching sessions during the foundation programme.
- 12 month online GROW programme.
- Monthly group coaching sessions during GROW programme.

### What does it cost?

I offer clients a price range to consider and choose their preferences based on affordability and value of the results they achieve. We will discuss the range depending on whether you are choosing a group or one on one coaching package. To give you an indication of the likely investment for coaching. The price range for a 10 session one to one coaching engagement over 12 months with 1x90 minute session and 9x 60 minute sessions is between \$4000 – \$5500+GST.

I live in Greytown, New Zealand. I offer face-to-face sessions for people in the Wairarapa, Wellington city and Palmerston North. I am happy to travel to other destinations as requested. There is an additional travel charge of .87c per km for face-to-face sessions. For travel outside these regions, accommodation and travel costs are additional.

### What next?

Let's talk! Book a free discovery call with me. We have up to 45 minutes to explore what you need, and whether we would work well together.

Click here to book a call:

<https://calendly.com/d/hg9-7gt-9fw/artemis-discovery-call-with-sue-johnston>