



OUR COACHING APPROACH



What is coaching ?

- At HowToWin, we define coaching as a personalised approach to assist a person or a team in key moments for individuals and companies.
- Coaching aims to help people and teams optimise their personal, relational and professional skills in their job.
- The coach facilitates change in people and situations.
- By offering the possibility of taking a step back from the usual operating modes and an exploration of alternative solutions, coaching can facilitate new ways of thinking and acting.
- Connected to the company's expectations and values, and taking place within in a respectful and secure environment, coaching enables lasting change to take place at the individual and team level.

HowToWins individual coaching* offer is based on...

- 5 coaches accredited, with different backgrounds and approaches and individual specialities (training, methods and tools).
- Around the world, coaches via our network of partners (OI Global Partners) present in 29 countries and 230 offices.
- A team of coaches with a strong team spirit, who share the same high work standards and ethics and have built common coaching approaches. The team has regular group supervision.
- Our unique « co-coaching » approach in which the coach can, in order to help the coachee move forward, bring in a specialist, ie. an actor, psychologist, or business experts to work with the coachee.
- A requirement for transparency , from the beginning of the process with the contract and the triangular meeting - both of which set out the coaching objectives, the KPI's and the general coaching approach- to the end of the assignment and the concluding triangular meeting.
- A belief in the importance of the triangular relationship between coachee, line manager, HR representative and coach and their respective commitments.

**Team coaching is a different offer*

Coaching clients and situations

Our coaching assignments are targeted to CEOs, senior executives, senior managers and experts.

They also address specific groups such as female executives and managers, high potential talents, developing managers, entrepreneurs and start-up talents.

We identify 4 main groups of coaching situations:

1. Onboarding
2. Driving leadership performance
3. Revisiting one's professional positioning
4. Overcoming a difficult situation

Each HowToWin coach has his or her own specificity in terms of clients and types of situation they work with.

1 – Onboarding

The objective of Onboarding coaching is to assist executives successfully transition into a new role. This requires broadening the coachee's frame of reference, adopting new behaviours and postures.

This type of coaching assignment involves understanding the broader context of the new role, the company's strategic issues as well as stakeholder management .

The coach's aims is to assist the coachee to succeed in their new role. It is also to help them develop their full potential, their leadership, and their ability adapt to a new context.



Somes examples :

- Taking on an Executive team member, a Managing Director or a Business Unit Manager position
- Integration within the executive or management team (alliances, strategy, projects)
- Evolving from a position of expert to one of leader or manager
- Succeeding in new role « The first 100 days »

2 – Driving leadership performance

It's about working with a person to drive their performance through the development of their leadership and management skills. Frequently these coaching assignments involve working on one's soft skills, management of emotions, and interpersonal skills.

It is centered on the person and his/her behaviours in the daily job. By working with the situations encountered in the work place, developing the coachee's awareness, the coach aims to enable new behaviours and ways of being.

Co-coaching is regularly used in these assignments (actor, horse-coaching,...)



Somes examples :

- **Strengthening leadership and management skills**
- **Improving your interpersonal and communication skills**
- **Developing self confidence and assertiveness**
- **Improving you efficiency**

3 – Revisiting your professional positioning

This type of coaching involves situations such as helping an employee find their place within the organisation, regain motivation, identify personal drivers, identify next step in their career,.

This approach is personal, dynamic and holistic, and seeks to find a common ground between the individual and the company's expectations.

The coaching will aim to help the coachee develop through better self knowledge on a professional and personal level, increased self confidence and job satisfaction.

The coaching can also entail working on communication skills, strengths, and one's career path.

Somes examples :

- Increasing self knowledge
- Finding meaning, motivation and satisfaction
- Identifying old and new points of reference when faced with change
- Identifying the next career move



4 – Overcoming a difficult situation

This type of coaching involves helping a senior manager or manager overcome a difficult situation. These situations whilst they might be worked through in individual coaching are often connected to the person's environment and will require their involvement (executive team members, manager, HR manager).

The issue will therefore be looked at from a systemic perspective. The focus for the coach being to help the coachee address the issue from a proactive and/or a reactive manner depending on the situation. The coaching intervention can be a one off.



Somes examples :

- Managing a crisis
- Interpersonal conflict
- Risk of burn-out
- Decision making
- Managing the business after a crisis
- Harassment claims

HowToWin Coaching fees:



6 month assignment

3 month assignment

Executive Committee members,
Executive Directors, Leaders

Ask for an offer

Ask for an offer

Talents, Managers' Managers, Senior
executives

Ask for an offer

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