



**Performance Coaching
International**

Passionate about people and performance

D.A.R.T Coaching™

A Smart Programme for Smart People

We've spent a lot of time talking to business leaders and professionals like yourself and believe we know why you have doubts about investing in coaching for your business:

1. Time

Why would you take your key leaders out of the workplace?

2. Cost

Why spend money on something if you are not sure it represents value for money or a return on investment?

3. Concern

Is coaching just another business tool with lots of talk and no action?

4. Ambiguity

What exactly are the specific benefits or measurable results of coaching?

Which is exactly why we have developed a coaching programme to address all four points. D.A.R.T Coaching™ is a fast, cost efficient, action-lead and coherent programme, researched and designed by some of the UK's leading executive coaches.

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1. Time

We come to you and the programme is conducted on your business premises.

2. Cost

We can coach up to six executives on each programme offering real economy of scale.

3. Concern

We talk, we agree key actions and we follow through. You see the results.

4. Ambiguity

We have researched and developed D.A.R.T Coaching™ with 15,000 people worldwide. We know it works. All we ask is that you reap the benefits.

What is D.A.R.T?

A completely original 90-day coaching programme that has been designed with executives, middle management and individuals of high potential in mind. We see it working very simply because we can:

Detect the key issues and the challenges for you
Analyse the root cause of the challenge
Re-energise and re-focus
Transform performance in the work place

How does it work?

To begin with, a pre-programme diagnostic tool is supplied to you for completion before the start date of the programme. This allows us to immediately **detect** the key issues and accelerate learning.

Day 1

Day 1

You will complete a 1-hour D.A.R.T Coaching™ session, during which we'll **analyse** the barriers and blocks to success by identifying the strategies, skills and behaviours needed to achieve the desired outcome. We can then **re-energise** and re-focus you through agreed key actions, which support maximum impact and **transform** your performance back in the work place.

Day 2

Day 2

A personalised plan of the agreed key actions is emailed directly to you.

Day 3 – Day 29

Day 3 – Day 29

Weekly Knowledge Development – During this time you will receive a series of articles, models, techniques and relevant information specific to your chosen key issues and challenges.

We will also support the agreed key actions through pro-active reminders. Access to your coach is unlimited via email and we offer telephone support up to 30 minutes.

Day 30

Day 30

A second 1-hour coaching session is implemented. This is where we embed the learning, review actions and chart progress based on the last 30 days and address as appropriate other challenges or areas of focus using the D.A.R.T Coaching™ method.

Day 31 – Day 90

Day 31 – Day 90

Weekly Knowledge Development – a new series of bespoke articles, models, techniques and relevant information will be emailed to you. Again, you have unlimited access to the coach during these days via email and we offer additional telephone support up to 30 minutes.

What can executives expect to focus on during a D.A.R.T Coaching™ session?

Anything they want in line with organisational aims; here are just a few of the topics we have noted over time:

- Inspiring and motivating others & enhancing team performance
- Learning to manage and prioritise your time more efficiently
- Managing transition to a new role – the first 100 days being the most pivotal
- Developing presentation skills & overcoming a fear of public speaking
- Enhancing key skills such as influencing and negotiation whilst setting a career vision
- Understanding how to flourish whilst managing office politics in a constructive way
- Improving resilience and a proactive mindset
- Acting and thinking more strategically
- Sounding out new ideas and developing key initiatives
- Learning how to influence key stakeholders whilst enhancing your stature and credibility
- Resolving relationship issues and turning conflict into advantage
- Challenging your thinking and decision-making behaviours
- Overcoming stress, anxiety, frustration and procrastination
- Creating a work/life balance that supports an effective and sustainable performance
- Enhancing your leadership style whilst creating a compelling vision and strategy
- Learning how to implement change and then manage the change process

All learning is then filtered directly through to the executives team and out into the wider organisation as a whole.



Frequently asked questions

1. What is the background to Performance Coaching International?

PCI is the UK's foremost executive and performance coaching organisation. The recently developed D.A.R.T Coaching™ programme is currently transforming the market. The key focus is on enabling executives, leaders and individuals of high potential to make sustainable performance improvements at an individual, team and organisational level. PCI has received three National Training Awards for its inspired coaching development programmes.

2. How was D.A.R.T Coaching™ developed?

Kevin McAlpin and John Van Maurik are authors of the book, 'Executive Coaching Handbook' published by Kogan Page. The book is based on research of over 15,000 worldwide individuals involved in the coaching profession as coaches, coachees or purchasers of coaching. The results of this meticulous research, undertaken with Brunel University subsequently became the very foundation for DART. We learned:

- The barriers to individuals purchasing coaching.
- Clear indicators from organisations and coachees saying what they really wanted from coaching.
- Any Improvement in performance, behavioural change or skills development in a long term (6 months – 12 months) coaching programme generally has massive impact in the first 60 – 90 days. This is then followed by a slow down as learning embeds and reacceleration in the last 30 days of the programme.
- The style of coaching that gets the best results in an organisational context.
- The seven dangers for organisations when purchasing executive coaching.
- The coaching frameworks, structure, and processes that organisations can put into place to guarantee results.

If you are interested in a more detailed synopsis of the research please contact info@performancecoachinginternational.com

Frequently asked questions

continued

3. Who has been involved in the development of D.A.R.T?

We called together a team of the UK's leading executive coaches with a background of wide ranging styles and philosophies. The programme was initially developed at Director level conferences with coaching sessions for delegates during events such as Human Resource Director forums, Finance Directors, IT Directors and Logistics, held by Richmond Events, the NHS and the Institute of Directors. This enabled us to test the programme with a diverse range of senior leaders from a wide range of industries. We introduced pilots across a broad spectrum of new and existing clients and streamlined the programme into its current format.

4. What impact has it had on your business?

As an organisation we have increased our head count by 20% due to the huge demand of the D.A.R.T Coaching™ programme, with further expansion predicted for this year. Media coverage has been extensive in both national and trade press including the front page of Personnel Today with reaction from the market being very positive.

Who has already benefited from the D.A.R.T Coaching™ programme?

All our coaches are qualified and extensively trained in the D.A.R.T Coaching™ philosophy and models. It's important to note that your coach will be chosen based on professional experience and alignment with your needs, industry and culture. Additionally, we only employ people with real credibility and extensive experience in the field, this allows us to interact with the most challenging of individuals and provide an honest learning environment.

We think its best to let our clients do all the promotional work for DART. Performance Coaching International would like to thank executives from the following organisations who contributed to the progressive development of the D.A.R.T Coaching™ programme.

Airbus	Exel	National Australia Bank
A.t Kearney	Fed Ex	Pepsico UK and Ireland
Barclays	Glass	Pirelli
BDO	Guardian Newspapers Ltd	Tetley
Borders (UK) Ltd	Halfords Ltd	Tetra Pak
BP plc	Hallmark Cards	Transport For London
BT	Irish Distillers Ltd	Viacom Outdoor
Cardinal Health	JP Morgan	Vodafone
Churchill Insurance	Kimberly-Clark, UK	Waterford Wedgwood
Citigroup	Laing O'Rourke Group	A full range of NHS Trusts, strategic Health Authorities and workforce development confederations
Costa Coffee	Laura Ashley	The CEOs of many charities and a wide range of local and Central Governments
Debenhams	Legal and General	
Del Monte Fresh Produce	Levi Strauss EMEA	
Epson (UK) Limited	MGN	

For more information, please contact Kevin McAlpin on **+44 (0)1708 510 345** or email him at **info@performancecoachinginternational.com** Alternatively, visit our website at **www.performancecoachinginternational.com**



**Performance Coaching
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Passionate about people and performance

Smart D.A.R.T form

D.A.R.T Coaching™ – A smart programme for smart people

Name:	
Title:	
Company:	
Address:	
Telephone:	
Mobile:	
Email address:	
Attendees name	Job title
1.	
2.	
3.	
4.	
5.	
6.	

Preferred dates

I, _____ of _____ hereby confirm purchase of _____ D.A.R.T Coaching™ programme(s) at a cost of £ _____ (excluding VAT and expenses).

I acknowledge and understand the dates are provisional and will be confirmed as soon as possible.

Signed _____

Date _____

Thank you.

Please fax to: **+44 (0)1708 510346**

Or scan as an attachment to: **info@performancecoachinginternational.com**

Or post to: Performance Coaching International,
North House, No. 1, Murfitt Way, Upminster, Essex. UK RM14 2EA

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