

It's Time to
Transform.

Our Coaching Practice

Established in 2014, our coaching programmes have been highly sought after having brought together, in our opinion, some of the best coaches in the UK to deliver coaching programmes for our clients.

Our coaches come from a range of different backgrounds. All have considerable learned and lived experience. Together, they provide the range of coaching approaches that our varied client base requires. Each is certified by an accredited professional coaching organisation and several have accreditation up to and including Master coach level.

Our senior coaches can also provide coaching supervision to other coaches and some provide coach training for those who want to become coaches themselves whether that is as an internal or external coach.

Our Head of Practice, Dean Hunter has spent the past three decades in senior leadership roles. He has experienced management buy outs, Mergers and Acquisitions and has worked globally supporting leading brands across 40 sectors. He is passionate about unlocking the potential in people and getting to the root of what may be holding someone back from achieving their life's dreams.



Dean Hunter
Head of Coaching Practice

Our practice is very diverse, and includes coaches who focus on **executive level leaders**, coaching for **developing professionals**, **line managers** as well as **teams**. We also provide a range of **life coaches** who take a more holistic approach and focus on the 'whole person' and their personal success. In these challenging times, we also provide **career transition coaching services** for those who may find themselves searching for new opportunities or career changes following a change in circumstances.

Our Clients

Our coaching clients come from the Public, Private and Third Sector. As an organisation, we have worked in over 40 sectors. All of our coaches have multi-sector experience. Here is a small range of clients that we have supported in recent years.



Our Approach

Chemistry Session and or Pre-Consultation Session (30 - 60 Mins) Free of Charge

It is important that the coach and client can work together, so as in the title it's important we check the 'chemistry fit'. In this session, we will explore why you feel coaching is important and why now? It will also be good for the coach to listen to what you want to achieve and what help you feel you need from them.

Coaching Programme

Typically, we provide six (6) one-to-one coaching sessions over a period of around 6 months. Transformational change doesn't happen overnight so leaving a month between sessions provides the client with time to reflect and follow up on actions that will help them to achieve their goal(s). We apply a variety of models to our coaching programmes. Typically, the first and/or second session focusses on setting the transformational goal. We then set the overarching plan to meet the goal. Then we focus on the milestones required to achieve the transformation.

We are flexible and transformation will take a different amount of time depending on the stretch goal, so it may be less than 6 sessions or more, you decide.

Some coaches may also provide phone and email support during the sessions for the duration of the programme.

What is Coaching?

Coaching may mean different things to different people; let us clarify what coaching is and how it differs from other interventions.

Coaching: Coaching is the strategic thinking partnership with coach and client. We start with where you are today, where you want to get to and support you to get there through reflective practice and where accepted positive challenge.

Mentoring: Mentoring is not coaching and can be provided by other services that we offer. Mentoring tends to be the provision of advice, guidance and strategy by a subject matter expert which is more directive than coaching.

Consulting: Consulting is not coaching and can be provided by alternative Hunter Adams services. Here we agree a scope of work and define what we believe needs to be done to achieve the outcomes desired. 'We do the work and we present the findings and outcomes and implement where required.

Therapy: This is not a service that Hunter Adams provides. Whilst, therapy may be similar to coaching in many ways, therapy uses many techniques to look backwards to understand current challenges. **Coaching looks forward.**

In summary coaching looks forward, the coach may mirror, reflect and challenge (with your permission) but does not tend to look back, offer advice or tell you what to do.

When is Coaching Required?

- When stepping up a gear
- To improve self-confidence / self-belief
- When transitioning into a new role
- When moving from 'doing' to 'leading'
- To maximise 'high potential' career development
- To improve individual and team performance
- To manage conflict-based situations
- To manage conflicting priorities
- For improving interactions with peers and team
- To help someone think strategically about their future career

What are the Benefits of Coaching?

Coaching programmes are designed to offer significant benefits to both the individual and the organisation. The benefits of coaching include:

- It can enable individuals or teams to reach their potential
- It can improve behaviours
- It can improve relationships
- It can support the development of particular skills and capabilities
- It can help to consider and adopt more effective management styles
- It can increase self-awareness
- It can help to increase self-esteem and reduce 'imposter syndrome'
- It can help to deal with fears that hold people back
- It can improve management capability and in turn increase retention and profitability
- It can be used to improve work-life balance and wellbeing
- It can allow individuals to feel more valued and supported
- It demonstrates a commitment to staff
- It can increase organisational performance / productivity

How Do We Get Started?

Please register your interest by contacting the team at team.admin@hunteradams.co.uk with the subject heading 'Coaching'.

One of our team will then be in touch to better understand the support you require. We can provide information on costs and timelines before we start our matching process. Following our matching process, you will be provided with coaching biographies to consider. Once you have selected your coach, you and the chosen coach move to the 'Chemistry Session' and 'Pre Consultation Meeting' which are complimentary. In this session you can also ask any remaining questions you may have. We handle all coordination and administration.

Some of our Coaches



Richard Andrews
Master Executive Coach (AC)

Richard is a multi-sector coach with 19 years experience and an MA in Coaching and Mentoring Practice from Oxford Brooks University.

He coaches executives to develop their effectiveness, considering how to maximise their impact and optimise their network.

Previous clients include JP Morgan, NatWest, Clifford Chance and the UK Cabinet Office.

“Leaders fail to realise how much ability they have to make a difference, believing that issues lie elsewhere.”



Gillian Frame
PCC Executive Coach (ICF)

Gillian is an experienced thinking partner, passionate about supporting individuals to gain clarity, navigate complexity, and lead with authenticity.

Her areas of expertise include leadership development, executive transitions, strategic thinking, and coaching supervision.

“Many senior leaders unconsciously apply yesterday’s solutions to today’s challenges. What got them here may not get them there (to quote Marshall Goldsmith).”



Gillian McMichael
Master Executive Coach (ICF)

Gillian is an acclaimed transformational coach and is in the top 3% of coaches world-wide.

With over two decades of experience of working with Executives globally she has supported over 10,000 clients overcome their barriers to success. Moving beyond fear to elicit agency in those she works with.

“Leaders are vulnerable just as much as everyone else. They need just as much support as anyone else.”

Some of our Coaches



Andrew Woodward
Senior Executive Coach (EMCC)

Andrew is an accredited executive coach with over 30 years of leadership experience and 20 years of coaching and consulting at organisations such as Airbus, GE Subsea, and General Dynamics.

Andrew's coaching is both strategic and personal - he challenges perspectives while fostering self-awareness and clarity.

"Leadership should not be viewed as a burden borne by a solitary hero, but rather as a shared developmental journey."



Sarah Smith
PCC Executive Coach (ICF)

Sarah is an ICF credentialed coach at PCC level, a Coach Mentor, Coach Educator and a Learning & Development Consultant.

Her 12-year coaching experience spans a variety of sectors including Finance, Oil and Gas, Healthcare, Food & Beverage, FinTech, Third Sector and Education.

"Leadership is created through self-awareness and having a growth mindset. It is a characteristic and skill that can be learned and nurtured, not inherited."



Eilidh Robertson
Career Coach (ICF)

Eilidh has worked in recruitment for over 25 years with FTSE100/ Fortune500, boutique recruitment businesses and in internal HR and Talent Acquisition roles.

She brings a unique blend of coaching and practical career management advice to help individuals understand their authentic vocation, and supports them to take action.

"The most productive use of time as someone begins a career transition is to focus on what your ideal next move looks like and then work towards this. Market and personal factors will often influence the outcome however a considered approach will mean outcomes are more positive."

Ready to transform?

Email team.admin@hunteradams.co.uk to start your journey.

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