

## General client feedback

- 'Another excellent positive and helpful session'
- 'A useful session with positive ideas' · 'Always positive and insightful'
- 'The coach worked me harder and demanded a more focused action plan which I will need to work hard to achieve'
- 'A very useful and constructive session, full of excellent ideas and framework for me to build upon'
- 'Good session which challenged me' · 'Good structured, has brought out some relevant points'

# Leadership Excel®

**Victoria Vaughan** CMktr FCIM FInstLM

CPD Accredited Executive Coach and Marketing Mentor

## Training, qualifications and credentials

- Masters-level: CIM L7 Postgraduate Diploma in Marketing
- Masters-level: ILM L7 Postgraduate Certificate in Executive Coaching and Mentoring
- FCIM Fellow Member of the Chartered Institute of Marketing
- Chartered Marketer - 5 years
- Member of the ILM - Institute of Leadership and Management
- Member of the EMCC - European Mentoring and Coaching Council
- HABC Level 3 Award in Preparing to Teach in the Lifelong Learning Sector (QCF)
- ILM NVQ Level 3 Management
- Edexcel NVQ Level 3 Business Start-up
- Member of Toastmasters International - CC7 Competent Speaker
- CPD – I am currently learning and practicing Gestalt
- Accredited CPD Coach

## Skills, knowledge and value-add

Victoria enjoys helping leaders to excel in their executive roles by identifying and closing the gap between where they are now and achieving their vision. She has a natural affinity with leaders who are already doing well but strive to do even better.

Victoria's passion is aligning leaders' personal brands with their organisational brand to achieve shared vision and leadership excellence; when the going gets tough, it is essential to maintain stamina; being in-tune is essential to achieve this.

Victoria has created the LEADERSHIP EXCEL® model: Explore, X-trude, Create, Empower, Lead & Learn; offering a solutions-focused approach, this model challenges limiting assumptions and helps leaders to understand what their drivers are so they can stay motivated, build effective relationships and effectively lead change.

Imagine an organisation full of engaged and inspired brand ambassadors who can keep pace even with fast-changing conditions; Victoria's coaching expertise will empower you to achieve this.

Victoria is Masters-level qualified in both marketing and executive coaching/mentoring; together with over 20 years of relevant public and private sector experience has proven to be a powerful combination. Victoria helped a UK-based manufacturer to grow his business from £30m to £60m in 2013. She also led the launch of West Sussex Credit Union in her role as Vice-Chairman in 2007.

More recently, Victoria has successfully negotiated £000s for essential services in role a borough councillor, despite cuts to public funding. Victoria is vice-chair of Worthing Planning Committee and Policy advisor to the leader, in both a branding and corporate reputation capacity, and works with the leader to attract inward investment into the town.

Victoria's approach offers leaders a fresh perspective on boardroom and workplace challenges, away from office interruptions, allowing leaders critical time to think. Victoria is exceptionally creative, using listening, deep questioning and reflection to empower leaders to transform the most complex challenges into opportunities.



## Victoria's statement

"My core-purpose is make a positive difference and help both new and established leaders excel in their job roles. With the fast-changing landscape, leaders must continually learn new skills. Approximately 39% of executives fail to be as successful as first predicted (Centre for Creative Leadership) and I aim to significantly reduce this figure through my executive coaching and marketing mentoring services."

## Proudest coaching achievements

Victoria coached and raised the profile of children through Talent Within You, a charitable organisation she founded, in 2009; one child now has a record contract in the USA and another was picked for the Youth Olympics. She also coached a high-end school girl in 2014 helping her to discover and nurture her purpose in life. Coaching empowered this girl to write a book of poetry and has significantly improved her school attendance rate.

More recently, she coached a new leader who had been promoted from manager to director at a PLC. He feared communicating some unfavourable budget news which meant job cuts. Executive coaching sessions empowered him to lead this change successfully and also increased his likeability – an essential element of effective leadership.

## Victoria's coaching style

Authenticity and responsibility are core to Victoria's beliefs and executive coaching sessions. Being genuinely responsible to stakeholders and the planet has a positive effect on the bottom line for many reasons.

Victoria helps clients to question what they assume is the norm, unleashing fresh ideas which takes executive coaching sessions to a deeper level. Victoria will help you assess and gauge the most fitting leadership style required for different boardroom issues you may be facing; leadership excellence requires that leaders can adapt to all situations - from critical to visionary projects.

Victoria developed the LEADERSHIP EXCEL® model which uses a blend of listening, deep-questioning, reflection, marketing strategy and solutions-focused coaching tools. This model identifies key areas to develop and help leaders achieve a healthy blend of short, medium and long-term wins.

Victoria takes part in CPD for both her Chartered Marketer and Executive Coaching roles, continually enhancing her repertoire of leadership development tools for the benefit her clients.

Victoria works with clients in person, via Skype or by telephone, therefore location is not a concern. She has clients in Sussex, Scotland, Canada and Oman.

## Learning outcomes

Executives will have an opportunity to practice everything they learn through Victoria's solutions-focused LEADERSHIP EXCEL® approach.

Executives will be able to:

- Practice the dimensions of leadership they have learned during sessions
- Achieve quick / mid / long term wins
- Form powerful and effective relationships / collaborations
- Improve personal and organisation innovation and creativity
- Develop and implement clear, winning strategies
- increase their CPD hours

### Client feedback – 'What worked well during our session?'

- 'Focusing on planning' 'Clarity and direction'
- 'Targeted ideas and aims'
- 'Structured session' 'Thought, process and extracting' information'
- 'Realising you can't change some things and accept it'



## Client feedback – What worked well during our session?

- 'Victoria's determination to get to the bottom of the problem'
- 'Defining clear strategies'
- 'Use of real examples'
- 'Open and easy – key issue identified'
- 'Plan developed'



# Executive coaching testimonials

## **Steve Millam, Head of Learning, Chichester College**

Time management | Communicating messages | Relationship management

*"Victoria is an excellent coach, her approach is based on developing successful solutions in a positive and inspiring environment. She offers creative ideas for developing new strategies and approaches to problems. Her sessions are well-focussed and structured, and always end with positive outcomes and ideas for development."*

## **Chief Inspector Howard Hodges, Adur, Worthing & Horsham District Commander**

Leading change | Inspiring / motivating staff | Time management

*"Executive Coaching has made a huge difference in a very short period of time. The plan that has developed during sessions has been key to my leadership development. Victoria's 12 years experience in Local Government are of value because she understands the constraints and financial pressures that Sussex police and other public services are under and coaches with this in mind. I am happy to recommend Victoria for Executive Coaching services."*

## **Bruce Philips, Foundry Press, Executive Coaching customer review**

Overcoming conflict | Increasing sales

*"I was in a situation where there were several difficult conversations looming which could possibly lead to potential conflict. I have used other business coaches in the past, however, I like Victoria's technique because she questions my beliefs and extracts a host of interesting ideas (Double-Loop Learning). I have since implemented these strategies with positive results which have been noticed by many of the staff. Victoria's executive coaching style has definitely transformed the way I look at things and I would recommend her to executives that want to step up to the next level."*

## **Colin Alexander, Operations Manager, Roscomac**

New leader integration | Overcoming conflict

*"Roscomac is a successful precision engineering and manufacturing business based in West Sussex. I was initially unsure about executive coaching, however, it has no doubt developed my leadership skills – inside and outside of the boardroom. Victoria is quick to spot behaviour patterns and transform these into opportunities using powerful questioning. I would recommend Victoria's executive coaching services to any leadership team for fast results."*

## **Sharon Clarke, Chief Executive, Worthing Town Centre Initiative**

Time management | Delegation | Motivating others

*"Executive coaching has challenged and helped me focus on solutions rather than problems. Victoria sets me achievable actions between each session to improve my leadership skills. She has a direct approach with a good knowledge of coaching and natural empathic abilities. I would recommend her Executive Coaching services to any commercial, public or third sector organisation that wishes to develop their leaders within a limited time frame."*

## **Gordon Frost, Operations Director, Stagecoach South**

New leader integration | Leading change | Inspiring / motivating staff in tough times

*"Executive coaching has helped me to see the benefits of change rather than the burden. This has helped me to think more creatively and tap into my skills for inspiring and motivating managers throughout the business more effectively. Discussing work issues outside of the business has hugely benefited me and allowed me to see a clearer way forward. I am genuinely surprised at how effective coaching is and would recommend Victoria's executive coaching services to all senior managers and directors."*

## **John Parker, Director of The Academy of Leadership and Management**

General observation of my executive coaching work

*"Victoria has been engaged in the Executive Coaching and Mentoring programme. During this time, she has shown herself to be a highly professional individual who is very capable of inspiring personal and professional development in others."*

## General client feedback

- 'Discussing work issues outside of the work has allowed me to see a clear way forward'
- 'I have a plan of action for the two issues that I perceive to be wicked'
- 'A good session, very positive and worthwhile'
- 'A good analysis of the overall problem, quite right to point out lack of goals achieved'
- 'The sessions have been very helpful in allowing me to take time to reflect'



## Coaching relationship:

Your coaching contract will be formed of:

- Agree:** Victoria will send a registration form which includes an initial assessment for completion. Once this has been received and assessed, she will create a contract to explain coaching ethics and commitment required by both parties. **All clients must be committed to the process and they will sign a contract to declare this.**
- Audit:** Victoria then sends her clients some preparation forms for completion to help her learn about your organisation.
- Coach:** Victoria takes executive coaching sessions to a deeper level using the LEADERSHIP EXCEL® model and sharing strategic marketing techniques through mentoring.

## Executive coaching / marketing mentoring packages

### 121 coaching

£90	One session - 60 minutes
£270	(3 x 60 min sessions)
£425	(5 x 60 min sessions)
£800	(8 x 60 min sessions)

### Group coaching

Two to three members	£225 <b>per person per month</b> (3 x 60 min sessions)
Four to six members	£195 <b>per person per month</b> (3 x 60 min sessions)

## Client organisations and seniority

I am a fellow member of the Chartered Institute of Marketing. This grade means I have ten years in a senior marketing management position (five years at, or close to, board level, and having held Chartered Marketer status for five consecutive years).

I work with organisations in the public and private sector including Stagecoach South, Chichester College and Sussex Police.

## Areas of specialisation

- Executive coaching
- Established / New leadership development
- Marketing strategy
- Team coaching



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