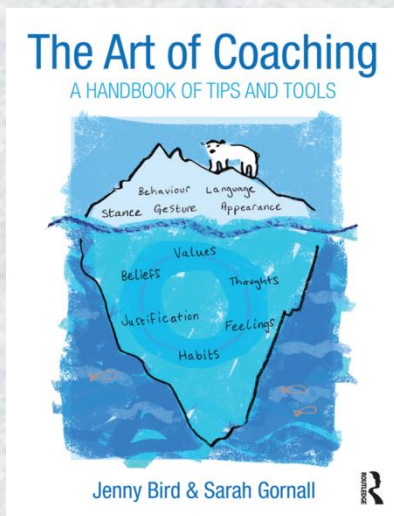


# Contracting for Individual & Organisational Change



Jenny Bird  
Sarah Gornall

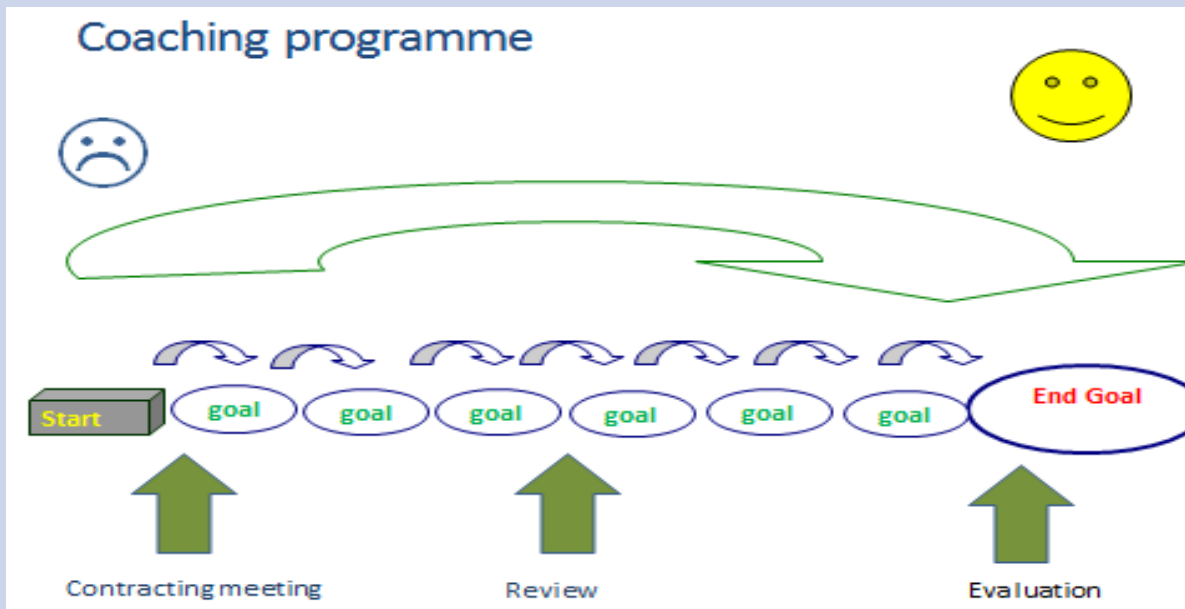
## Organisational contract

definition - eligibility – entitlement - conditions

## 3 way (tripartite) contract

confidentiality – evaluation – feedback - aims

## Overall aims of coaching programme



What might an organisation  
want to deliver and change  
through coaching?

## The organisation wants to: -

- Stimulate and support cultural change
- Navigate organisational change successfully
- Change turnover – retain good people, be perceived as a good employer, support succession planning
- Develop diversity, value & support staff
- Promote well being – reduce stress & absenteeism
- Help an employee come to terms with personal change
- Improve performance and quality of leadership
- Support people as they move to posts of greater or different responsibility so they keep on being effective

What might the  
individual coachee want  
to change?

## People who come for coaching may want to:

- Lead change in their teams
- Move from the operational to the strategic
- Come to terms with organisational change
- Change themselves – skills, attitudes, behaviours
- Improve confidence for challenging situations
- Confront fixed ideas, foster benefits of diversity
- Communicate and influence more effectively
- Understand and navigate complex situations
- Make and implement important decisions
- Plan for career progression – change career
- Change the way they are perceived at work

Now ...

What are you thinking  
as the coach?

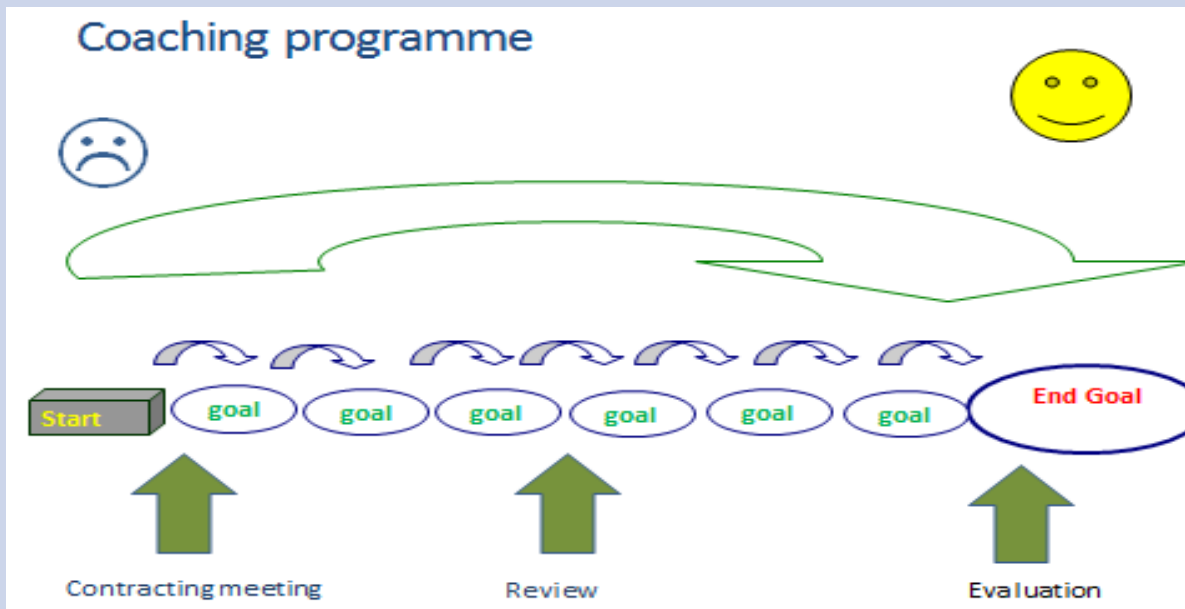
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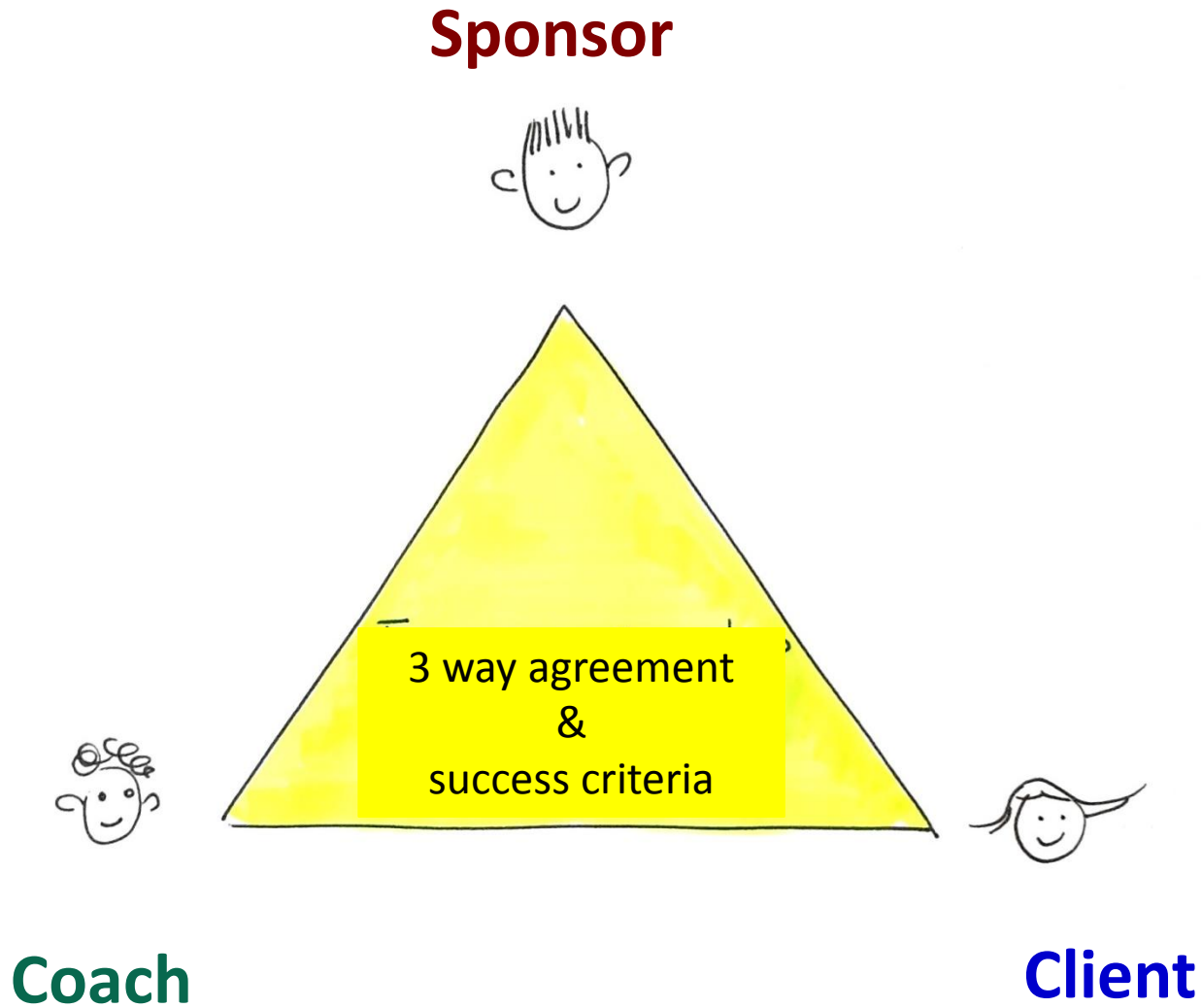
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## Overall aims of coaching programme



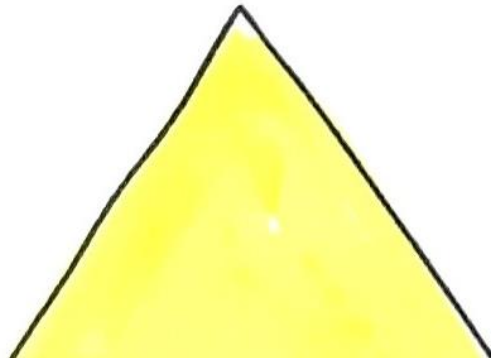


# Tripartite meeting



# What does the sponsor want?

**Sponsor**



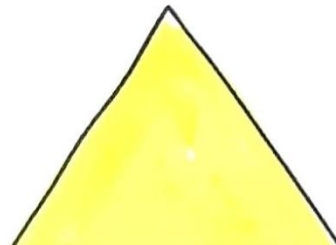
# Sponsor's agenda

Support the individual to develop

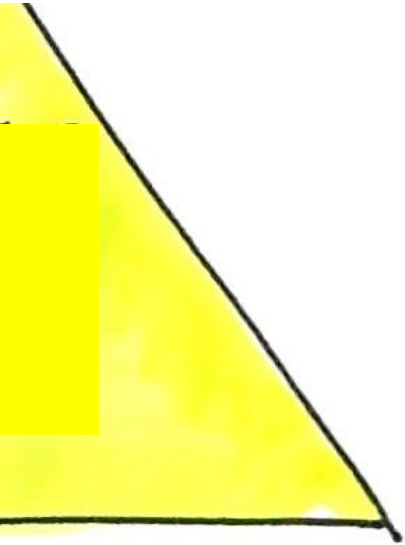
Get organisational objectives met through individuals

Solve organisational problems, possibly including succession planning

## Sponsor

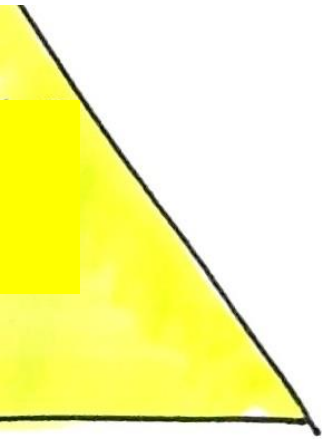


# What does the client want?



**Client**

# Client's agenda



**Client**

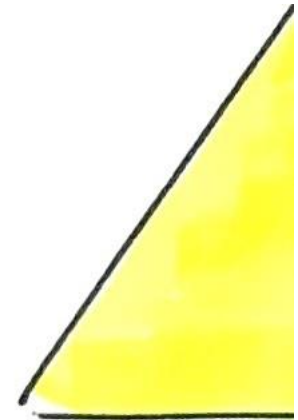
Meet personal, professional  
& career objectives

Align with *or* divorce from  
the organisation

# What does the coach want?



**Coach**

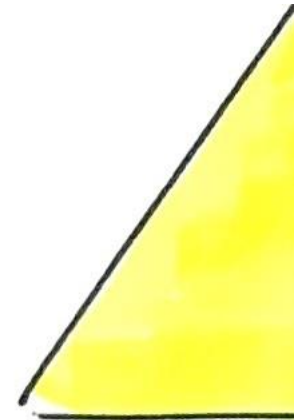


# Coach's agenda

Agree measurement of coaching  
& feedback loop

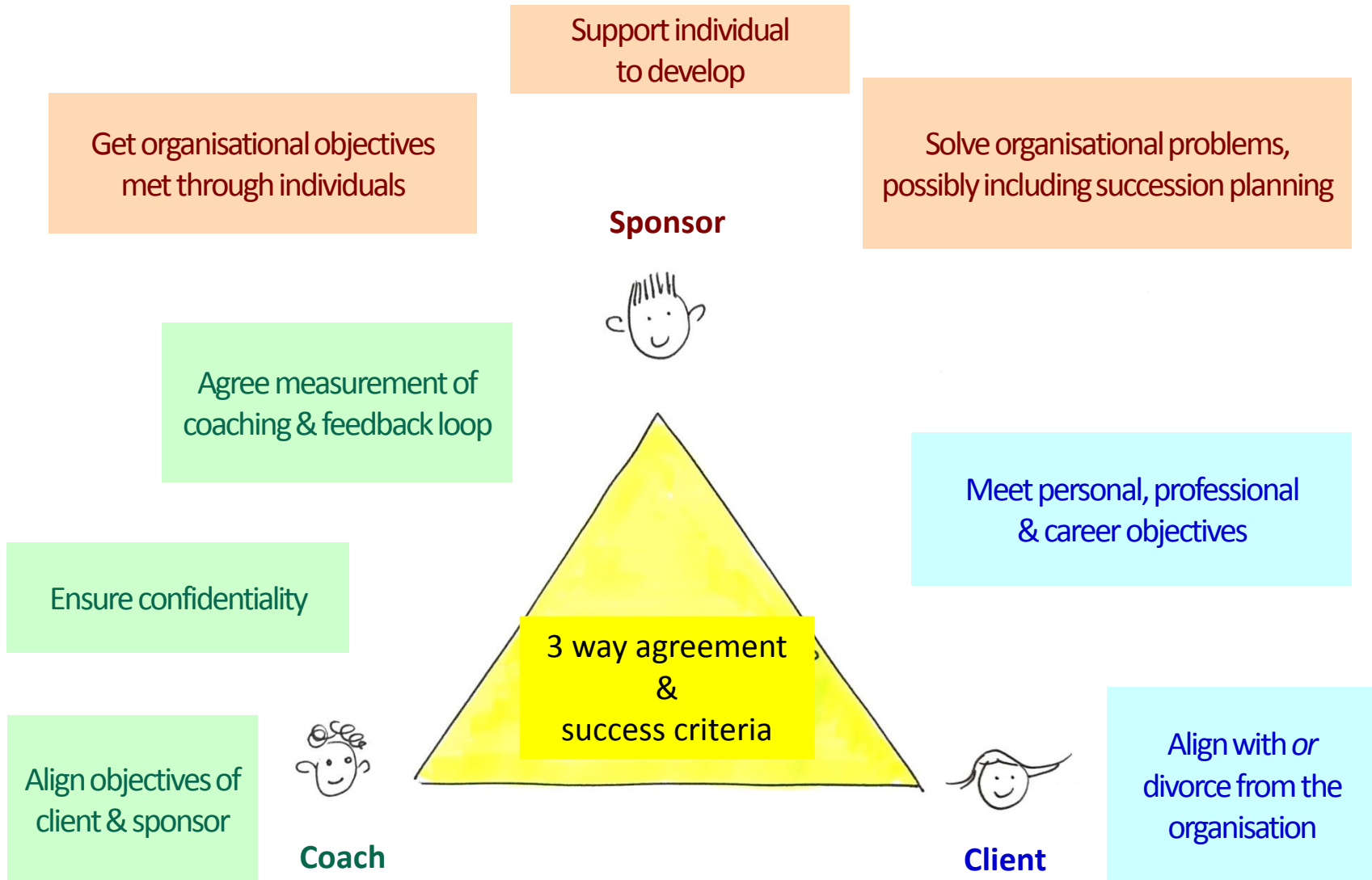
Align objectives  
of client & sponsor

Ensure confidentiality



**Coach**

# Tripartite meeting

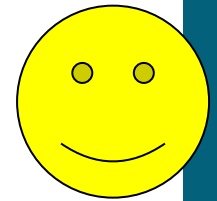




# Written agreements

- Name & contact details
- Aims for coaching
- Confidentiality
- Schedule – number & length of sessions
- Feedback
- What if there's a problem?
- Code of Ethics
- Nature of coaching
- Fee & payment
- Review and Evaluation

# Coaching programme



Start

goal

goal

goal

goal

goal

goal

**End Goal**



Contracting meeting

Review

Evaluation

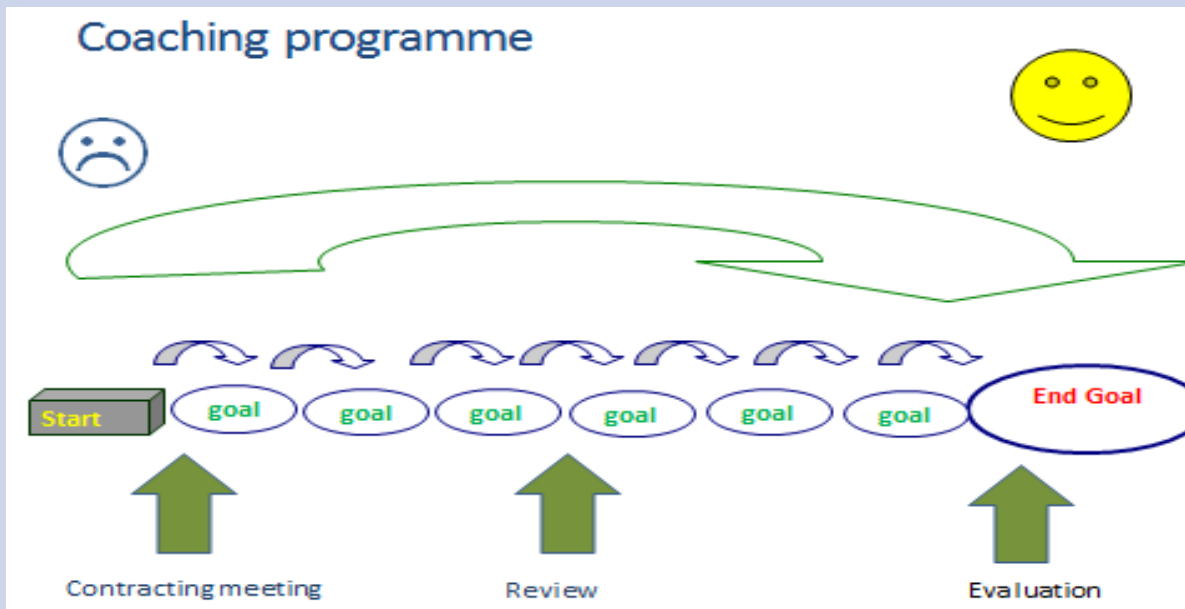
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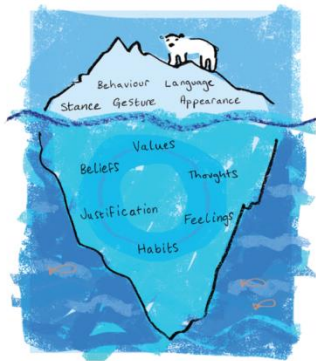
confidentiality – evaluation – feedback - aims

## Overall aims of coaching programme



# Thank you

The Art of Coaching  
A HANDBOOK OF TIPS AND TOOLS



Jenny Bird & Sarah Gornall



## The Art of Coaching: A Handbook of Tips & Tools

Jenny Bird & Sarah Gornall

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