

Personalized Coaching Solutions

Convert Knowledge into Action

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Whether you're running a business, department, or a sales territory, if you'd like to advance your personal, managerial, business development or communication skills you might consider the individualized and productive advantages of personal coaching.

While group training might cost less initially, and while the interaction with classmates can sometimes promote creative thought, personal coaching is a much more focused, customized option. Often taking over where traditional training ends, coaching helps convert knowledge into desired actions and behaviors, and enables you to leverage many unique benefits:

- Focus on personal needs – discussions are all individualized specifically for you
- Enjoy more accelerated improvements – added focus yields faster results
- Personal metrics – we help you objectively identify needs, progress, and achievement
- Create a schedule that's convenient for you – a blend of on-site, on-line and telephone
- Identify unrecognized needs or opportunities for improvement – since the focus is totally about you, emerging needs, and priorities frequently surface, enabling you to maximize the effectiveness of your personal development effort

Our positive approach is ideal for building confidence and helping people more rapidly get to the next level. You can also consider a blended on-site / on-line / telephonic program, which will enable you to take advantage of personal coaching with minimal impact on your personal time or budget.

Common subject areas associated with Paul Charles & Associates' coaching programs include:

- Business Development
- Communication Skills
- Customer Service
- Marketing Communication
- Management / Motivational Strategies
- Presentation Skills
- Sales Management
- Selling Skills
- Time Management

Getting Started

As an easy first step, you might review our no cost situational analysis. Once needs, objectives and priorities are established, we can structure an arrangement that best-fits your personal preferences and situation.

Various combinations of on-site and remote sessions are most common, resulting in maximum convenience and efficiency. This approach also enables us to strategically manage the frequency of meetings and discussions, thus enabling us to work in a style that is consistent with your personal learning style and strengths.

Coaching is the practice of supporting an individual through the process of achieving specific personal or professional results.

It is different from training or counseling, as it is a process designed in a relationship between a client and coach, and is based on the client's specific expressed interests, goals and objectives.

A coach may use inquiry, reflection, requests and discussion to help clients identify personal and/or business goals, develop strategies and action plans intended to achieve those goals.

In addition, a coach often provides a place for clients to be held accountable to themselves by monitoring the clients' progress towards implementation of their action plans.

Together they evolve and modify the plan to best suit the client's needs. Coaches often act as human mirrors for clients by sharing outside and unbiased perspectives, and may teach specific insights and skills to empower the client toward their goals

Key Benefits of Working with a Performance Coach

Since coaching is a highly-individualized activity, the benefits of working with a coach will vary depending upon your personal strengths and situation.

One distinction with respect to Paul Charles & Associates' approach is that we do not provide *life coaching*, but rather coaching designed to improve skills and execution in areas associated with sales management, team motivation, business communication, marketing communication, business development, time management, customer service, client relationship management and retention.

Generally speaking, and based on a study done by *HBR Research* as well as other reports, the most common reasons for hiring a performance coach include:

- The development of specific capabilities or skills
- Desire for personal growth
- Desire for greater job satisfaction, performance, or fulfillment
- The need for clarity in actions and goal setting
- Sounding board on organizational dynamics or strategic matters
- Individualized action planning
- Developing a competitive edge
- The need for greater personal accountability

Similarly, common benefits of working with a performance coach include:

- Personal growth or skills development
- Improved results, strategic planning and action planning
- Objective goal setting, feedback, greater focus, and more consistent action
- Greater achievement in less time
- Increased confidence

Paul Charles & Associates Coaching

All Paul Charles & Associates coaching programs are conducted by Paul Donehue, founder and President of the company which was formed in 1999.

Paul's background includes five years in retail sales and management, and over twenty years in business-to-business selling and sales management, holding the positions of Key Account Manager, Sales Manager and Vice President of Sales. The combination of this diverse work, entrepreneurial, training and coaching experience has provided the perfect vehicle for him to interact with and observe the behavior of professionals in numerous fields and to see first-hand how many have been able to achieve and surpass their goals; more importantly, it enables Paul to provide unique and value-added insight with respect to best-practices and personal improvement strategies.

Each coaching relationship is rooted in the concept of building upon strengths and is focused on achieving your personal goals and objectives. It is also common for emerging interests and needs to be uncovered during these relationships, and we approach each situation on a whatever-it-takes basis to achieve your desired outcomes.

To facilitate this approach, we begin each engagement with a personal assessment and with the clear definition of mission, vision and goals. A scope-of-work with respect to activities and mutual time investment is then established based on these initial steps and based on your personal preferences with respect to objectives, time-frame, meeting frequency and communication formats.

The relationship then proceeds on a flat-fee basis. Monthly invoices are issued and due in advance and the program can be terminated at the end of any thirty-day period by either party without penalty. In addition to scheduled meetings or discussions, this approach provides each coaching client with direct telephone access throughout the term of engagement on an as-desired basis, and also facilitates as-needed communication initiated by either party without added cost.

On-site meetings can take place at our offices, the client's place of business or at off-site locations selected by the client. We are also happy to accommodate interaction at hours that extend beyond our east-coast time zone, or at times that fit the business demands of each client, such as outside stock market hours or to accommodate second-shift operational models.

Our mission is to provide honest, useful services that are always in the client's best interest and that help each client increase the effectiveness of their sales, sales management, customer service, marketing communication or business communication effort. Please contact us for additional information or to discuss how a coaching relationship might benefit you, either by telephone at (603) 537-1190 or online at pdonehue@paulcharles.com.