

Case Studies - Individual Client assignment examples

Case Study 1: Senior Lecturer in Tertiary Education

The What – challenge of change of work and lifestyle after 35 years in education

The Why – to find a way to transition from one to the other, strategies to develop resilience

The How – to choose a compassionately ruthless Executive Coach whose perception and intuition rock

Senior Lecturer, Tertiary Education describes what happened

In July 2009 I opted to take voluntary redundancy after teaching full time for 35 years. I have been fortunate in having a year of working part time, to plan how I will cope with the big changes to my life, before taking full retirement in June 2010.

The coaching sessions have helped enormously in enabling me to focus on important issues and to prioritise and organise my thoughts about my future.

During my first session it was agreed that I would use this year as a 'gap' year to plan and plant seeds for the following year. I was encouraged to begin by acknowledging my grievance and anger over the closure of the full-time course I had been running. I was then able to consider the position I am in at present and how to transform this into the next phase of my life. I also needed to acknowledge a fear of having time on my hands. This was pointed out as 'time to think'. Halina suggested a metaphor of seeing time as 'interest accumulated' that I can now spend.

I found the 'mind map' format a useful tool to help me organise my thoughts and prioritise the activities I had in mind. It has been useful from a practical point of view, in encouraging me to take action where needed, but it has also helped me to consider my attitudes and feelings. Initially it was difficult to think beyond the next two years, but gradually the future has started to open-up. I found that I have been able to focus more clearly, looking at aspects of my life that are important and requiring action, and exploring new ideas requiring creative thinking. I am now clearly anticipating several new directions which could lay the foundation for the next few years.

Result: These sessions have really helped me to respond to the changes in my life in a more positive way, and I am now actively looking forward to the time ahead.

Senior Lecturer, Tertiary Education

Case Study 2: Smart Coaching Training Ltd

The What – to launch their new brand to take the company into a different phase.

The Why - the two Directors required a strategic view of their organisational objectives, an objective approach to maintain realistic, accountable outcomes. To check out resilience of what offered.

The How – working with a compassionately ruthless Strategic Consultant to fit all the right puzzle pieces into the right slots for most effective, consistent, effective working of the company.

Isla describes what happened:

We first had the delight of working with Halina when SCT were launching our new brand and taking a very strategic view of our organisational objectives. A formidable coaching background with businesses and leaders plus her ability to focus in with laser accuracy on gaps, inconsistencies, pick up nuances of what was needed to take our next business steps, Halina segued neatly into Strategic Consultant role.

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With an uncanny ability to identify what is not said yet intended she helps articulate that into clear, challenging, desired outcomes. We were not allowed off the hook!

Result: Acting as an elegant combination of cheerleader/referee, giving gently provocative support for me in deciding on and initiating next steps, Halina has been elemental to SCT's success in building an excellent brand, helping us define our products and set out our strategic goals.

Isla Baliszewska, Director Smart Coaching Training Ltd

Case Study 3: Learning and Development Manager from an Accountancy Firm

The What – how to work more effectively and deal with procrastination

The Why – to develop strategies to be resilient and change behaviours no longer serves her

The How – choose a compassionately ruthless Executive Coach to sort these challenges for once and all

The L&D Manager describes what happened

The sessions have given me a great deal to think about. Lists seem such a paltry thing to have started and finished on. Yet they encapsulate the key issues of where I focus my energy and how I decide what to do.

You have listened carefully and picked out key themes and patterns accurately. You have probed and challenged me over these with good questions and good suggestions of possible ways forward. You have helped me formulate thoughts and ideas to try out, such as valuing any improvement in my behaviour, rather than always criticising myself for not having changed more or faster.

Result: You have played a much more active and helpful role than just helping me to think aloud, yet in such a way that I have always felt any decisions I have made and actions I have taken as a result have been my own. You have helped me realise how it is sometimes appropriate for me to *allow* rather than to *make* things happen, that I don't need to fear the effect of smiling at others and many things besides.

Learning & Development Manager, Accountancy Firm

Case Study 4: Director, Freelance Training Organisation

The What – Business in process of transition

The Why – to develop resilient strategies to transition her business effectively

The How – chose to work with a compassionately ruthless Executive Coach

Director, Freelance Training Organisation describes what happened

I was looking for a coach who would work with me during a transition. In our first session because of the challenging questions you asked I knew you were the coach for me and that you would support, stretch and work with me to be my best – I was not disappointed!

Halina's style is a mixture of challenging, courageous, relaxed, flowing, wise, memorable, effective, trusting, exceeding expectations, rounding, appropriate, clear, simple, intuitive, fun. A bit scary at times and exciting at others depending on my mood!

I gained clarity, got my emotions grounded, trusted my intuition, my health improved as well as my vitality all generating the results I had set as my goal, that of generating the results I wanted around my business. As a result of your coaching on many occasions, either during or immediately after the session, I felt much

more in control and focused. Therefore, I was able to get on and create the results and outcomes I wanted for my business. Over the period we worked together you also helped me with the deeper, longer term objectives we had agreed on.

Result: In particular, exploring deeper levels, trusting myself, my intuition and not taking myself too seriously i.e. to have more fun in life I am now regularly amazed, astonished and wowed by life rather than confronted and fraught from life. This is when the **G.O.Y** secret ingredient coaching technique was born. **Get Over Yourself** is now a recognised as a you've been Halina'd.

Director, Freelance Training Organisation

Case Study 5: MCC Credentialing Assessor as client with their MCC Credentialing Assessor colleague as observer

The What – the live coaching session for HJ to be assessed for Professional Certified Coach credential

The Why – client wanted to discover how to unblock his thinking regarding new business ventures

The How – a 30 minutes coaching session with feedback

The 2 Master Certified Coach Assessors review follows:

Halina is masterful in creating awareness for her client which happens quickly and effortlessly. She is brilliant at asking powerful questions that stop her client and take the coaching to a different plane. Actively listening to her client, she is entirely present.

Very courageous is this coach as easily, effortlessly and with confidence, she steps into deep conversation which goes right to her client's concerns and opportunities. Her ability to process information quickly enables the creation of awareness for her client which enables her client to see business opportunities from a very different perspective. The client was able to distinguish between trivial and significant issues.

Result: She has the ability to keep deep probing light and effortless. What works really well with Halina is her trust of the coaching process which enables her to be completely present with her client. By giving her client insights business opportunities were re-ordered, strategies developed to execute what was needed.

Credentialing Assessors, The Application Review Committee, International Coach Federation [ICF] for Professional Certified Coach practical exam and taped coaching session.

Case Study 6: Mark Watkins Executive Coach / Freelance Trainer

The What –taking the step from being employed to self-employment

The Why –to discover the best way to make that shift to create a resilient framework

The How – choosing a compassionately ruthless Executive Coach who would walk along the journey in partnership

Mark describes what happened

I want to thank you for the coaching I have received from you. I was looking for a coach who would help me transition from full-time employment to self-employment and the related issues such as my fear of whether I would be good enough to do so.

Even in the 'taster' session I was nervous and excited when you talked about coaching me on a tightrope but that I wouldn't know if it was 2 inches off the ground or 20 floors off the ground. Either way you would be there with me and that you wouldn't ask me to do anything you haven't already or wouldn't do

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yourself! I knew then that you were the coach for me. That you would support, stretch and work with me to be my best – I was not disappointed!

Your approach or style I would sum up using the following: challenging, courageous, relaxed and flowing, wise, memorable, effective, trusting, exceeding expectations, rounding, appropriate, clear, simple, intuitive and fun. A bit scary at times and exciting at others depending on my mood!

As a result of your coaching on many occasions either during or immediately after the session I felt much more in control, focused and therefore able to get on and create the outcomes I wanted for my business. Over the period we worked together you also helped me with the deeper and longer term objectives we had agreed - in particular at deeper levels trusting myself and my intuition, not taking myself too seriously i.e. to have more fun in life. I am now regularly amazed, astonished and wowed by life rather than confronted and fraught from life.

Result: You helped me in all the areas I asked for support in and more: mental – providing clarity; emotional – grounded; spiritual – intuitive and grounded; around my business – generating the results I want; physical – health and vitality.

To have received coaching from you in your unique way and have this impact on me I give you my heartfelt thanks. I hope many others take the opportunity to be coached by you. They will be pleased that they did.

Mark Watkins Executive Coach / Freelance Trainer

Case Study 7: Rob Sheffield, Bluegreen Learning

The What – to have a mirror held up to reflect back how coaching approach can be improved

The Why – to improve as a coach and apply for coaching credentials

The How – chose to work with an experienced Executive Coach who would hold accountability high

Rob describes what happened:

Halina helped me learn more about coaching. She helped me understand more about my strengths and important areas to develop as a coach.

When we talked, I was aware of how much effort and work Halina had done, as preparation, all in the service of helping me become a better coach. She was demanding of me, and she also set high standards for herself. She also tuned in to me as a person, and, having done that, she adapted her approach to have the most impact on my efforts to learn. It was personalised learning, and I appreciated the value of that.

Result: Halina's messages were sometimes quite tough. Often, she showed insight into my development. At all times, her intent was to help me become a better coach. We also had fun in our talks together, and Halina often impressed me with her open, generous sharing of her own stories and experiences.

I recommend Halina to you if you want your clients to benefit from you becoming an even better manager or leader using a coaching approach.

Rob Sheffield, Founder Bluegreen Learning