



COACHING FOR CHANGE

OVERVIEW

Standardized "Off-the-shelf" coaching products deal with all coaching situations in the same way, with similar assignments given and similar questioning and follow-up methodology. This causes many of those coaching products and services to be irrelevant to the client's real and imminent needs. Hence many people return to doing the same things again few weeks after the end of a coaching program. The issue of relevance leads to the issue of significance. Was the investment put in those coaching programs worthwhile? Have those who got coached had a significant difference in their lives or was it more of a temporary energy boost? Did they acquire new habits and use them to get the results they planned or are they in constant need of the "coach" and they can't move on with their lives without constantly getting the weekly coaching doze? At BLine, we have clear answers to all those questions and those answers shape our coaching methodology and programs. We believe that the success of coaching lies in the deep-rooted change that happens to the coachee after the coaching is over, not just during or in-between the coaching sessions. It's very important that the coachee sees tangible results in their business and / or personal lives that stem from their own identity, passion and deep-rooted goals, not just from an energy-boasting motivational coaching session that's copied from tons of other similar sessions. We stand unique in an ocean of coaching services and products because of those we coach stand unique in their success and their abilities to maintain this success independent of us after we have the chance to touch their lives. BLine provides a transformational experience for our clients' not just coaching session. We welcome you to this transformational encounter so that you can be all you can be and all you dream to be.

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APPROACH

We follow a three-step approach to coach you and your organization through a successful journey for change:

1. Assess potential
2. Engage the people
3. Sustain the change

BENEFITS

1. The organization can respond faster to customer demands
2. Helps to align existing resources within the organization
3. Allows the organization to assess the overall impact of a change
4. Change can be implemented without negatively effecting the day to day running of business
5. Organizational effectiveness and efficiency is maintained or even improved by acknowledging the concerns of staff
6. The time needed to implement change is reduced
7. The possibility of unsuccessful change is reduced
8. Employee performance increases when staff feel supported and understand the change process
9. Increased customer service and effective service to clients from confident and knowledgeable employees
10. Provides a way to anticipate challenges and respond to these efficiently
11. Lowers the risk associated with change
12. Helps to contain costs associated with the change
13. Increases return on investment (ROI)
14. Creates an opportunity for the development of "best practices", leadership development, and team development

15. Supports a smooth transition from the old to the new while maintaining morale, productivity, and even company image
16. Provides management and staff support for concerns regarding changes
17. Creates the correct perception of the change for staff and public
18. Helps to plan efficient communication strategies
19. Improves morale, productivity and quality of work
20. Improves cooperation, collaboration and communication
21. Reduces stress and anxiety and encourages people to stay loyal to the organization
22. Increases employee acceptance of the change
23. Addresses and acknowledges the personal loss/gain to individuals
24. Reduces disruptive aspects and emphasizes positive opportunities in the change process

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