

# HOW ARDCO

RECRUIT • DEVELOP • LEAD

## EXECUTIVE COACHING FOR HIGH PERFORMING WORKPLACES

Coaching is a powerful two way communication that shifts perceptions, creates awareness, explores alternatives, inspires change and releases potential.



At Howardco we help our clients solve the challenges of business and professional growth while developing sustainable, high performance cultures. Coaching can add significantly to business and individual performance when facilitated by a tailored, yet structured and goal focused approach. At Howardco we have been providing executive and leadership coaching for over ten years. It is something we love doing because of the satisfaction we get from seeing our clients grow their businesses and achieve their goals.

### Why Executive Coaching?

Executives are under increasing pressure to deliver bigger and better results, to lead their organisations through complex and ambiguous change. They are expected to anticipate the needs of customers, manage remote teams, secure competitive advantage and, do it all better, cheaper and faster than before.

### What is Executive Coaching?

Executive coaching drives a culture of high engagement and positively focused leadership and teamwork throughout the organisation. The process itself enables individuals to step back from the routines of daily activity and identify new solutions to current problems or challenges.

### How Coaching Can Help?

- Facilitate organisational change – helping business owners and leaders implement their vision for change
- Develop leadership skills – enabling executives and managers find and tap into their unique leadership style
- Empower individuals and teams – using the power of communication to break down silos and unlock potential

### Reasons for Investing in Executive Coaching

There are many reasons why organisations and individuals invest in executive coaching to support business strategy and objectives, including:

- Talent retention and development
- Succession planning
- Addressing skills gaps
- Team performance
- Strategic culture change
- Career transition

### Benefits of Investing in Executive Coaching

**Executive coaching provides many different levels of value to the individuals involved as well as the organisation as a whole.**

Clients report the following benefits:

- Increased profitability
- Increased employee engagement
- Improved retention rates
- Increased job satisfaction
- Improved morale
- More opportunities for collaboration
- Improved levels of trust and openness
- Higher levels of innovation
- Improved levels of teamwork
- Improved performance across the organisation
- Better levels of customer service
- Improved relationships between management and staff.



# CLIENT FEEDBACK

Here is what clients have said about Howardco Executive Coaching:

"Working with Warren has given us true perspective in our business. He has constantly challenged us to think strategically and has kept us motivated and inspired throughout a global pandemic when so many small businesses struggled. His coaching style combines genuine warmth and interest with a fantastic ability to quickly understand the business as a whole and identify the areas that need attention to maximise opportunities. Warren instinctively knows the right questions to ask and the best way to help us find clarity and purpose, while keeping us accountable for decision making within our own business. We highly recommend Warren and Howardco and look forward to continuing our relationship."

**Suze Raymond, Founder and Director, WORKS Living**

"Warren is a friendly, wise, tenacious and insightful coach. The work we did with DiSC was incredibly eye-opening and accurate, and Warren remains a trusted and enthusiastic advisor who I would be happy to recommend to anyone. Equally I recommend the DiSC process itself to people wanting to hone their leadership skills and foster positive change."

**Jane Libbis, Partner, CE Family Lawyers**

"Over the last two weeks I have asked Warren Howard to run a process of outlining various personality types leading into a discussion of team members' profiles and ways in which we can work better with ourselves and others. My team both enjoyed and appreciated the sessions beyond my hopes and expectations. We look forward to Warren running a follow on workshop in future."

**Alex Stewart, Director, Maggs Reid Stewart, Tax and Business Advisors**



"I have recently started working with Warren to better understand my leadership style and identify my strengths and areas that I can develop. Warren has an adaptable approach with his clients. I am now able to better understand my leadership style and have practical tools that I can apply to my leadership roles in the future. I highly recommend Warren as a coach particularly in situations where personalities affect performance."

**Stephen Read, Principal Designer and Stephen Read Landscape Designs**

"The team at Howardco provides an extremely tailored experience, which means that I was able to work on skills that were highly specific to my role as well as my AgileEQ profile. My coach, Lauren, not only provided me with effective and practical tools to grow in my professional role, but checked up between sessions and was always readily available to give me advice. I felt very well-supported by both my coach and the wider Howardco team throughout the whole experience."

**Baya Ou Yang, Senior Account Manager, Milkbar Digital (Future Leaders Program)**

## Is Executive Coaching Right for You?

If you answered yes to any of the following Executive Coaching can help.

- Do you have an unmet goal that you want to achieve this year?
- Are you a new manager and want help with leading your team?
- Have you started a new business and need help with strategy?
- Are you at a career crossroads and looking for a new direction?
- Do you want to develop your influencing and communication skills?
- Is your team struggling with change?
- Would you benefit from non-judgemental, objective insights on business challenges?
- Do you want to be more productive and efficient with your time?
- Is managing difficult situations or conflict an issue for you?
- Or do you just simply want to be a better, more effective leader?

**"A GREAT COACH TELLS YOU WHAT YOU NEED TO HEAR, NOT WHAT YOU WANT TO HEAR."**

EVERYTHING **DiSC**  
A Wiley Brand  
ACCREDITED FACILITATOR • AUSTRALIA

**HRCOACH**  
network member

Industry endorsed and backed, Howardco is a licensed Member of the Australian HR Coach Network and accredited facilitators for Everything DiSC® behavioural assessments and workshops.

# MEET OUR EXECUTIVE COACHING TEAM



## Warren Howard

Warren is the Founder of Howardco with over 30 years' experience behind him in corporate, consulting and business. Warren achieves outstanding results for his clients through the services of recruitment, team development, people management and executive leadership. Warren's passion is helping great teams grow and developing leaders to run successful, profitable businesses.



## Lauren Ayers

Lauren has over 20 years' experience working in business - including family businesses, business coaching, learning and development. By understanding business challenges holistically, Lauren achieves excellent recruitment outcomes. Her passion is to help people create sustainable success and foster inspiring business environments.



## Shelly Harris

Shelly has over 20 years' experience in HR, learning and development and, recruitment and brings a highly developed business management approach to her roles. She loves working with organisations to get the best out of their teams so they can maximise profits and productivity. Her passion is developing people and teams to drive organisational performance.

**The transformative power of coaching is a powerful process that can unlock human potential and empower individuals to implement positive change in their business and their lives.**

**Contact us today for a no obligation conversation about how coaching can work for you.**

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