

Coaching ^{WITH}
CONSCIENCE

THE ACCESS
Project

CWC INITIATIVE 2024



Coach
ADVANCEMENT
BY TRACY SINCLAIR

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BACKGROUND



Coaching with Conscience specialises in offering high quality coaching related services in support of positive social impact and social progress.

Coaching with Conscience exists to have a positive impact on society and our environment through coaching.

Coach Advancement is on a mission to share the power of coaching with charities on a global scale and has been actively reaching out to charities inviting them to be part of this mission. In 2024, Coaching with Conscience partnered with The Access Project, to offer both four and six x 60-minute coaching sessions spread over four to six months.





THE INITIATIVE

In 2024, we agreed with The Access Project to pilot the Coaching with Conscience initiative and to offer a selection of their people a package of either 4 or 6 coaching sessions of 60-minutes, depending on their level within the organisation.

Executive & Senior Management Team

- The package comprised 6 x 1-hour virtual coaching sessions for the Executive team and 4 x 1-hour virtual coaching sessions for the Senior Management Team. Both were organised at times to suit the individual and the coach.
- Anyone wishing to take up this offer is matched with one of our coaches (this is a random matching process).
- The individual and their coach is then connected (via email or mobile number) so that they can make contact and agree together how they will work and how they will connect (e.g., phone, skype, zoom etc.).
- The agreement and the arrangements for coaching are made directly between the individual and their coach.
- The first coaching session is completed by July 2024 and the final session completed by either October 2024 for the Senior Management team and December 2024 / January 2025 for the Executive team.
- The conversations are totally confidential and all that is asked is that the coach reports back how many sessions have been completed with how many people, with the start and end dates of the coaching package.
- Our coaches abide by the ICF Code of Ethics and maintain the strictest levels of confidentiality which is only breached under very specific circumstances (see: [ICF Code of Ethics](#))

Roles and Responsibilities

Roles and responsibilities were defined as follows:

The **Coach** was responsible for:

- Timekeeping of the session.
 - Helping the client to set personal or professional goals that were meaningful, challenging and sustainable.
 - Working with the client to find and use strategies to achieve those goals.
 - Regularly reviewing with the client to ensure focus and progress were maintained.
 - Offering the client valuable observations to share what they were seeing, hearing or feeling.
 - Asking powerful questions to facilitate the client's progress.
 - Exploring actions for the client to take to further their progress.
 - Enabling the client to see things from a different perspective.
 - Encouraging, supporting and "being" with the client throughout the coaching relationship.
 - Confidentially maintaining the content of the coaching sessions (within the limits of the law) and appropriately secure under the Data Protection Act.
 - Monitoring ethical issues of coaching that may have occurred.
 - Co-creating a positive learning relationship, encompassing respect, encouraging autonomy and enhancing the coaching experience.
 - Ensuring a high level of professionalism in all interactions.
- Understanding that their progress will be greatly enhanced by appropriate preparation in advance of the coaching sessions and by allowing some time for any relevant actions in between sessions.
 - Letting the coach know what was/wasn't working in the coaching partnership.
 - Ensuring they were in an appropriate, quiet and private location for their coaching session.
 - Co-creating a positive learning relationship, encompassing respect, encouraging autonomy and enhancing the coaching experience

Agreement with Our Coaches

In order to underpin the integrity, safety, professionalism and quality of these services, to be eligible for the Coaching with Conscience initiative, we ask coaches to meet the following conditions:

- Are a member of the International Coaching Federation and you agree to abide by the ICF Code of Ethics: <https://coachingfederation.org/ethics>
- Have access to a computer in a private space with Wi-Fi and video conferencing facilities.
- Have appropriate professional indemnity and public liability insurance in place to operate as an independent coach (see details outlined in the Associate Agreement).
- Are a member of Coach Advancement's alumni community.
- Either hold an ICF credential or are closely working towards their application (having logged at least 60-hours of client work).
- Can attend at least one of the free supervision sessions that we organise for them as part of this process.

The **Client** was responsible for:

- Attending scheduled coaching sessions on time and understanding that a session would be shortened accordingly as a result of late arrival.
- Working with the coach to develop appropriate coaching goals and strategies that will enable them to achieve those goals.
- Approaching the coaching sessions with an open mind and a willingness to engage in the process.



THE SURVEY

Once each coaching client has completed their coaching package, unless they had opted out, they are sent a survey to share their feedback. The survey questions are as follows:

1. What was it that you wanted to get out of coaching? Please tick all that apply.
2. What do you feel you took out of the experience of coaching? In what way was the coaching helpful to you? Please share an example or be as specific as possible
3. What was most helpful about the process of coaching? And why?
4. What is one thing that would have made the coaching more useful or helpful? Why?
5. What ongoing impact do you think this coaching will have for you and/or others?
6. Would you engage in coaching again?
7. Would you be prepared to offer a testimonial about your coaching experience? If so, please feel free to share this below:

THE RESULTS (CLIENTS)



11 coaches
offered their coaching services



1 organisation

11 individuals
offered coaching



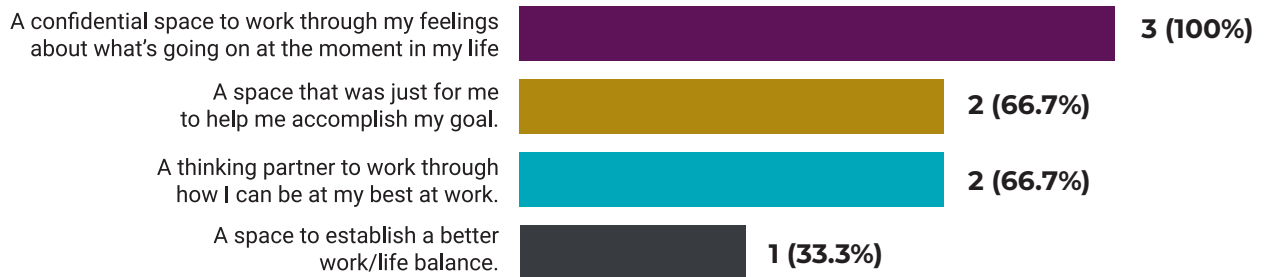
47 hours
of coaching
were provided



3/11 coaches
completed the survey.

8/11 coaches
provided their feedback.

What was it that you wanted to get out of coaching?



What do you feel you took out of the experience of coaching?

- So useful - possibly the most impactful thing I have done. Space just for me to think aloud and bounce my thoughts was so helpful. And built my self confidence.
- Coaching helped me to understand how to process my thoughts better by creating internal tools that help to work through problems to reach a solution.
- I came away with much more clarity of my next steps and some helpful tools as to how I can continue to grow and move towards my goals

What was most helpful about the process of coaching? And why?

- The non judgemental listening, framing and mirroring - forced me to take time out of the working day to be reflective and built my self-reflective skills
- Having someone to play devil's advocate. Asking open questions to get me thinking about the topic.
- Having the time and support from my coach to work through the 'noise' and be able to identify where I was getting stuck in thinking about the next steps and how to overcome obstacles.

What is one thing that would have made the coaching more useful or helpful? Why?

- I would have loved more - felt like we had just got started.
- I don't think there is anything else that could have been more helpful!
- Probably planning for slightly longer sessions as there was a lot to work through and we were often squeezed for time.

What ongoing impact do you think this coaching will have for you and/or others?

- It has influenced how I approach my work and work relationships but also how I help and advise those that report into me. Can feel myself using the strategies that have been used with me to provoke thought.
- This has helped provide me with tools to really process my inner thoughts and feelings and get to a place where I now understand what I need from others and how to vocalise that.
- Feeling more confident in decision making in relation to my future career as well as being able to support others in similar decision making.

Would you engage in coaching again?

3 responses



Would you be prepared to offer a testimonial about your coaching experience? If so, please feel free to share this below:

- My coach was thoughtful, thought-provoking and extremely professional. I was new to coaching and a bit daunted but she really helped to guide me through and I felt like I got so much value from the experience. I was gutted when it came to the final session!
- The coaching has had a lasting impact on me, our time together has been incredibly valuable to both my personal and professional development. Our sessions were led with openness which led me to be able to create invaluable processes/mechanisms for handling my areas of concern, which has led to an increase in my confidence and positive mindset.

Natasha Beeson,
The Access Project, Coaching with Conscience Coachee



THE RESULTS (COACHES)

What are the main challenges your clients are facing/bringing to the coaching?

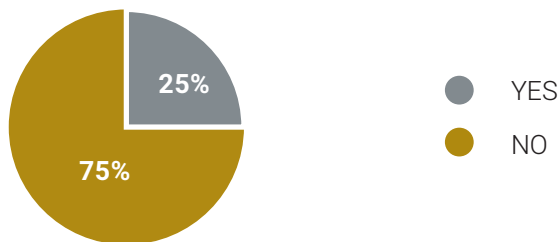
- Balancing strategic thinking with operational delivery. Relationship management.
- Imposter syndrome, getting their voice heard
- Self-confidence and self-doubt.
- Change management
- Career Change. My client wanted to explore what career options she might have going forward.
- Dealing with change and overwhelm.
- Being made redundant. Absorbing and making sense of tough feedback. Settling into a new role and adapting to and influencing a different culture. Self care.

What has this kind of work meant for you as a coach?

- Fulfilling working with someone committed to making fundamental change
- It has felt very meaningful and inspiring
- I love it and love seeing the transformation happening in front of my eyes. It's very fulfilling and satisfying to witness others working things out for themselves, taking action, and making lasting change for themselves. It's inspiring.
- Purposeful and meaningful
- It is always a joy to support people who have a heart to support humanity's greater good.
- Interesting to be able to coach someone from a new charity although similar workplace themes
- It has been extremely rewarding to work alongside a very hard working client making sense of redundancy, learning from it and picking up the reins of a new role in a different organisation, with the consequent challenges.

Have the clients you are working with been coached before?

8 responses



What else would you like to tell us about this work?

- Great client really enjoyable work
- I love to be a part of this work. Create a sense of contributing to something meaningful.
- This is a bit of a generalisation, I am noticing that coachees in the CWC space are so willing to go deep, to make lasting change, to get under the surface. I wonder if there's a connection between their nature and the work they do and how this comes into the coaching space. Whatever it is, it makes CWC coachees a joy and pleasure to work with, it feels like good work. Thank you for the opportunity as always.
- Thank you for the opportunity to support such important people work that this charity do
- Thank you so much for this beautiful opportunity. I hope more Charities sign up to the CWC.
- My client was committed and used their sessions well to achieve the change and progress they wanted.
- I was concerned at the beginning of this coaching package that my client had not been briefed on the purpose of the coaching and was blindsided by the news of redundancy. The news was very raw at the time. However, we settled into the work as a new job was found and adapted the contract as we progressed through each session.



CONCLUSIONS

Our conclusion is that this first initiative for The Access Project has been successful in that it has allowed the individuals to find a safe, dedicated space for reflection and to work through their emotions. Whilst some wished for longer sessions, the overall experience equipped individuals with lasting skills for the future.



A CALL TO ACTION

Coaching with Conscience has already created a database of coaches within our community who have stated that they are prepared to continue to support initiatives such as the one outlined in this case study.

There are many, many challenges that we face in our current times, and we believe that coaching can be leveraged as a tool for positive change and contribution.

We want to connect with:

- More coaches who meet our criteria for this kind of work and who would like to be involved in future projects of this nature.
- Charities, non-for-profits and other organisations and initiatives that are seeking to utilise coaching as a powerful vehicle for positive social support and change.
- **But most importantly – organisations, trusts, benefactors, and other sources of funding so that we can bring the coaches and their clients together.**

Who can help us continue to empower those supporting our communities?

Contact us to learn more about how you can partner with us. Visit the [Coaching with Conscience](https://coachingwithconscience.com) website, or get in touch with Tracy directly at tracy@coachadvancement.com



ACKNOWLEDGMENTS

Stephen Clements offered pro bono coaching supervision services to the coaches participating in this initiative. Thank you, Stephen!

Lisa Young provided administrative support for this initiative. Thank you, Lisa!

Thank you also to the continuous vibrant and engaged coaches we work with. These initiatives would not be possible without your enthusiasm and love for coaching and people.

Fiona Elder
Kate Jennings
Mary Farebrother
Tracy Barton

Fay Manvell
Christina Skarin
Pauline Salomons
Gillian Gabriell

Lara Langman
Joanna Pollard
Jayne King

Finally, thank you to The Access Project for wanting to offer this service to its employees and for working closely with us, enabling this initiative to come to fruition and continue to grow and develop.

ABOUT



Coaching with Conscience exists to have a positive impact on society and our environment through coaching. We believe that every organisation should have access to high quality coaching, and we specialise in offering coaching and coaching related services in support of positive social impact and social progress.

We focus on working with charities and non-for-profit organisations to provide access to a full range of professional coaching services with fee structures that are accessible. We also liaise with institutions and organisations to seek funding so that we can offer some of our services on a pro bono basis wherever possible. In this way we also support the for-profit and corporate sector to use coaching as a powerful and valuable tool to meaningfully meet Corporate Social Responsibility (CSR).

Coaching with Conscience is part of [Coach Advancement Limited](https://coachadvancement.com/cwc). Tracy Sinclair formed a business focussing on leadership development more than 20 years ago, having spent the

previous 10 years in leadership positions within American Express, Lloyds Register and Bank of America. Initially, the business was aimed at supporting organisations with large scale change programmes and project management associated with process improvement, global streamlining and best practice initiatives.

During the first 10 years of operation, the focus of delivery was increasingly on the development of human resource as the most vital element of successful organisational change and growth. The introduction of coaching related services was a natural addition and evolution for the business in 2005. Today, Tracy works with carefully chosen partnerships and highly experienced and qualified individuals to bring organisations a wide range of services to support the growth and development of an organisation through enabling the potential of its best asset – its people.

Learn more about [Coaching with Conscience](https://coachadvancement.com/cwc)

About Tracy

Tracy Sinclair, MCC is co-founder and CEO of [Coach Advancement by Tracy Sinclair](#). She co-authored [Becoming a Coach: The Essential ICF Guide](#) (2020) and hosts the [Coaching in Conversation podcast](#). In 2020, she founded Coaching with Conscience to have a positive impact on society and our environment through coaching.

Tracy is dedicated to the development of the coaching profession and the coaching community and has served in both local and global boards and workgroups for the International Coaching Federation. She was awarded an [ICF Coaching Impact Award for Distinguished Coach](#) in 2023, named one of the [Leading Global Coaches](#) of the Thinkers50 Marshall Goldsmith Coaching Awards (2019, 2021), and was a finalist for the [Thinkers50 Coaching and Mentoring Award](#) (2021). She is also a member of the Marshall Goldsmith 100Coaches and a trained coaching supervisor, mentor coach and ICF assessor.



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