

ONLINE EXECUTIVE COACHING SUPPORT



Executive Summary

MASF Consulting Ltd ('MASF') is currently responding to the challenges that Covid-19 has presented. The safety and welfare of our employees and associates and those of our clients is paramount and, as such, the usual face to face delivery of workshops, training, leadership sessions and executive coaching is currently on hold.

As we all adjust to the new and challenging environment (both socially & professionally) that Covid-19 has created, MASF believes that the relevance, impact and importance of Executive Coaching remains of paramount concern and need to us all.

Executive Coaching

- As all organisations adjust to the new challenging environment - both immediate as a result of the Covid-19 pandemic and longer-term as corporates and individuals aim to navigate the VUCA world (filled with Volatility, Uncertainty, Complexity & Ambiguity) – the role of coach is increasingly important.
- Everyone goes through periods of uncertainty in their working and personal lives. We can feel anxious and helpless. Yet, the solution is often within us. By working with an expert coach, we can unearth our own answers and develop a new plan of action. We can unlock our potential and achieve our ambitions.
- Led by a qualified and experienced Executive Coach, MASF proposes two complementary approaches:
 - i. Introduce / Strengthen a Coaching culture
 - a. this can be done in groups up to 10 people with, say, 3 sessions over a 6-12 week period where people learn about coaching and how to apply it
 - Rollout a specific Coaching program usually for senior managers (i.e. managers of managers/team leaders) - this is more in-depth and can run for, say, 6 months. Included is:
 - a. Theory behind Coaching
 - b. Emotional Intelligence / ECR / 360 reviews
 - c. Coach assignments, that need to be done in their time and some may be recorded, for review, assessment & grading
 - d. Action learning sets - including getting coaches to develop coaching programme for their team which are overseen/observed with expert advice/input



Estimate of advisory support timelines

Executive Coaching (1 to 1)

- ✓ Planning and contracting for a 6-month relationship over 6 intense sessions (normally 60-90 minutes in duration) with an experienced Executive Coach
- ✓ Coaching sessions preparation (tailored coach assignments and action learning sets)
- ✓ Emotional Intelligence / ECR / 360 reviews (preparation, reporting and results interpretation)
- ✓ Coaching sessions delivery (initial 90-minute session, 4 X 60-minute sessions, 1 X 90-minute session involving Emotional Intelligence / ECR / 360 reviews)

Coaching Culture (groups of up to 10 individuals)

- ✓ Planning a 2-3 month relationship over 3 group online workshops with an experienced Executive Coach
- ✓ Coaching workshop preparation (content, exercises, tools, takeaways, reporting)
- ✓ Coaching sessions delivery
- ✓ Post workshop follow-up (via live webinar and/or offline Q&A)

Why engage with MASF?

- MASF Consulting Ltd is led by Mark Fenton, a PwC-trained Chartered Accountant and First Class Honours qualified Executive Coach (Irish Management Institute) with 20+ years international experience.
- MASF leverages a connection of trusted associates including one who is a qualified systemic, team coach and qualified EI/ECR/360 reviewer, within 25 years' experience in the design and delivery of learning solutions, education and CPD programmes.
- Since 2017, MASF has been an active member of the UCD MBA Executive Coaching panel and has personally coached 17 executives (each with 4 individual sessions) in that time.
- MASF has also successfully coached executives in organisations such as AIB, Central Bank of Ireland, MUFU, Kerry Group, Fenargo, DAA, RTÉ and Eir.

