



PRESS RELEASE

Psychological empowerment on the increase among UK's business leaders

In its survey of the latest trends in executive coaching (published May 2011), business performance coaching company OvationXL has detected a marked increase in its clients asking for a psychological empowerment dimension to their 1-2-1 development programmes. *"For years, business leaders have used their executive development budgets to sharpen abilities to win the right types of profitable new business"*, says Managing Director Robin Johnson. *"The last twelve months have been different. This year is about achieving more in a given day plus becoming psychologically empowered through raising self confidence, resilience and self awareness."*

"Our clients may be unusual in being optimistic about their businesses again. Hunger for growth has replaced last year's freezing of so called 'discretionary expenditure'. Encouragingly their profits are on the rise - in some cases up by as much as 30% from last year".

The survey highlights another trend towards winning additional profitable work from existing and lapsed clients with an upsurge of group training in client development techniques. *"Often a client is introduced to us with outstanding technical abilities in specific aspects of the law, for example, frequently accompanied by a deeply worryingly lack of knowledge of the latest thinking on client development processes. This results in frustration and disappointment for all parties. We've detected a surge in interest for deepening relationships with their existing clients by adding more tangible value to their commercial offering, as well as being able to properly communicate what that added value means to a given client"*.

Overcoming barriers to success can conquer lack luster commercial achievement. *"People are generally too passive when it comes to managing successful long-term profitable clients"*, says Robin. Passiveness may be based on fear of wobbling a relationship, a lack of self esteem, too much deference to their paymasters or simply too much concentration on chasing after new business. Client relationships usually start out on the right foot with the excitement that comes with most new relationships. Without ongoing effort relationships, whether business or personal, wither to become mechanical and mundane once the honeymoon is over. *"Accountants may revert to type to become super-efficient number crunchers, yet failing to add what the clients really values - strategic input and insightful comment. Clients frequently cite 'diminishing value creep' in their professional advisors"*, continues Robin.

LATEST TRENDS IN EXECUTIVE COACHING

CHART ONE: 1-2-1 executive coaching: the top 15 requests*

2011	Theme	2010
1	Achieving more in a given day. Waste of time management.	(4)
2	Self confidence, self worth and status.	(6)
3	Self awareness. How to impact positively on those around me.	(18)
4	Versatile communications skills. Communicating successfully with people who are different from you.	(1)
5	Refreshing existing and lapsed client relationships by adding greater value to offering. Winning the right types of new business.	(2)
6	Thinking, behaving and directing strategically and commercially.	(15)
7	Adding value to secure my own future.	(New entry)
8	Leadership - learn how to flex between different approaches.	(10)
9	Back in control with more energy and less stress.	(8)
10	Bolder, more proactive and less defensive.	(New entry)
11	Six key sales messages plus knowing how and when to use them.	(11)
12	In control of emotions (anger, conflict, impatience, frustration).	(New entry)
13	Gaining trust and buy-in for ideas. Confronting blockers of progress.	(New entry)
14	Dealing with unfair labels and perceptions.	(New entry)
15	Business turnaround.	(New entry)

 Psychological empowerment coaching/mentoring theme

* Survey includes 30 of OvationXL's most recent clients to complete six 1-2-1 business performance coaching sessions each lasting two hours during the period 2nd May 2010 and 1st May 2011. Each client identifies eight to ten themes that are of greatest importance to them, meticulously tracked month on month.

One of the keys to becoming a truly inspirational and successful modern leader is being fully aware of the impact they make on those around them - both inside and outside of their organisation. Where shortcomings are identified fast corrective action is needed to avoid the leader becoming one of the chief barriers to accelerating growth. A modern leader needs to consciously flex her or his leadership style to suit different audiences and different situations. Changing style should not become theatre; subtle changes in delivery can make the difference between being perceived as being predictably dull and keeping one's top team stimulated and engaged, thinking strategically and commercially.

Another common criticism, which OvationXL pick up from its ongoing surveys of senior management, is that too many internal meetings go over and over old ground and are too 'leader-centric'. There is little expertise into how to make colleagues fully accountable for the timely delivery of projects and initiatives. No wonder colleagues routinely deliver late and levels of trust take a dive. Maybe it's unsurprising that some business leaders find it so hard to rustle up sufficient enthusiasm around the boardroom for their ideas.

When it comes to management workshops, issues of refreshing existing and lapsed client relationships, time management, leadership, versatile communication skills and winning the rights types of profitable new business remain high on the agenda.

LATEST TRENDS IN EXECUTIVE COACHING

CHART TWO: Training workshops: the top six requests

2011	Theme	2010
1	Refreshing existing and lapsed client relationships by adding greater value to offering - and knowing how to communicate this.	(6)
2	Waste of time management. Achieving more in a given day.	(3)
3	Winning the right types of new business.	(1)
4	Leadership - learn how to flex between different approaches.	(2)
5	Versatile communications skills. Communicating successfully with people who are different from you.	(4)
6	Business turnaround.	(New entry)

"These trends reflect the work we are undertaking on the executive recruitment front. Knowing how to build meaningful, value added relationships is critical both internally within boards and externally with clients. This requires versatile communication skills and an understanding of how to impact positively on those around you to bring out performance across an organisation. Robin and his team have worked with many of our clients over the last four years and I can endorse the claim that in a number of occasions profits have increased by 30%, an outstanding achievement in the current environment", says David Kennedy, Managing Partner of Allander Noble.

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