



**Forté**  
MANAGEMENT

BUSINESS  
TRAINING &  
COACHING



[www.forte-management.co.nz](http://www.forte-management.co.nz)

Coaching and training to help good businesses become great, great businesses become exceptional ...



## Executive and Business Coaching to empower your business performance

Forté Management's Executive and Business coaching provides you with one on one facilitated support to focus on your business, helps you to develop meaningful goals and to keep you on track to realise yours and your business's potential.

Running your own business or being a senior manager can be a lonely job. Coaching provides confidential support and helps you fulfil your potential and work to your strengths.

The top five reasons businesses engage a coach are to:

1. Optimise managers' and their teams' performance.
2. Expand professional career opportunities.
3. Improve design and implementation of business management strategies.
4. Increase self-esteem and self-awareness.
5. Help manage work/life balance.

Research by the International Coaching Federation (ICF) shows that coaching is generating a very good return on investment — a median return of seven times the initial investment for businesses.

Companies large and small are optimising individual and team performance through coaching.

### Helen Smale

#### Coach & Trainer

Before joining Forté Management full time in 2013, Helen had built a global reputation in seafood product safety management and co-led "new-to-the-world" innovations in shellfish food safety regimes now adopted worldwide. Since then she has complemented her expertise in people management and win-win negotiation skills with specialist qualifications in Professional Coaching and a course of study at Berkeley University in Positive Psychology. (Often referred to as the Happiness Advantage.) Helen holds both the *Diploma in Training and Development* and the *Diploma in Professional Coaching*. She is a member of the International Coaching Federation.



### Contact Info

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## Forté Management's Executive and Business Coaching FAQ's

### What are the main benefits of Coaching for the recipient?

- Generates improvements in the individual's performance/targets/goals.
- Increases the individual's awareness of their own abilities and talent and allows them to identify and go beyond obstacles that restrict their performance.
- Helps them realise their potential and build self confidence.
- Helps them identify solutions to specific work-related issues.

### What are the main benefits of Coaching for the business?

- Coaching provides the opportunity to identify and utilise fully the talents and potential of the team and individuals.
- Improves relationships and intrinsically motivates people.
- Facilitates the adoption of a new culture or management style and enhances team cohesion.

### Who is coaching suitable for?

Anyone who is ready for a change and is not afraid of being the best they can be.

### How long does it take?

It takes time to create permanent change, to acquire new skills and develop positive habits however the coachee is responsible for the results and in control of progress.

### Is it confidential?

Yes, most definitely. Forté Management's Executive and Business Coaching complies with the International Coaching Federation's (ICF) Code of Ethics. For a copy of the code visit: <http://www.coachfederation.org/about/ethics.aspx?ItemNumber=854&navItemNumber=634>

### What is the difference between consulting, mentoring, counselling and coaching?

- **Consulting** - the consultant is the expert, they provide the answers and develop the plan.
- **Mentoring** - the mentor is the expert and directs the actions for the "apprentice".
- **Counselling** - the counsellor is the expert. Sessions deal with the past and issues associated with the past.
- **Coaching** - the client is the expert in their particular field. An equal relationship exists between coach and client. The client directs the agenda and determines the goals and time frames with the coach as facilitator. Coaching is future focussed.

### What is the difference between transactional and transformational coaching?

- Transactional coaching addresses goal orientated tasks.
- Transformational coaching operates at a much deeper level and addresses behavioural and attitudinal changes.