

Shelley Whittaker

TRANSFORMATIVE
COACH

Introduction Pack

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Welcome! I'm so excited that you have chosen to embark on this life-changing journey and am ready to help you take steps to a better you, I will support you to work out what you want to change in your life, and to have the courage to make decisions so you can live your life the way you choose.

In this pack, you will find information to help you understand what the transformational coaching journey will hold. Please take some time to read through the information and complete the worksheets I will share with you following our free introduction session.

Your coaching journey will focus on creating personal and/or professional goals and action steps so that you feel more balanced and in tune with who you want to be. I will pose questions and use coaching tools and exercises to help and support you. Let's get started!

Shelley

WHAT IS *coaching*?



Coaching helps you to understand yourself more deeply, and live with greater purpose and fulfillment. Whether you want to make changes to your personal or professional life, it will help you find the way to do this.

During our coaching sessions, I will work as your partner, helping you to set goals and develop actions to achieve them.

As your coach, I am not here to give advice or tell you what to do. Instead, through careful questioning, we will go deep into conversation and I will help you examine the things in your life that are important to you. From here we can draw out what it is that you need to do to develop further.

Working closely together, I will support and encourage you as well as provide a safe space where you can overcome challenges and obstacles. My main aim is that this coaching experience will transform the way you look at life and help you achieve your goals.

So, I won't solve your problems for you, but instead, I'll guide you to work out your own solutions and I will help you to build resilience so that you can face challenges in the future. Throughout the process you'll be in control of the direction and focus that our sessions take.

I'm looking forward very much to working with you.

WHAT'S THE DIFFERENCE?

If you're unsure what the difference is between coaching, mentoring and counselling, you're not alone.

Coaching is a journey which provides a non-judgmental, open, collaborative and confidential space between coach and client — focusing on the client's own thoughts, challenges, outcomes and goals.

Transformative coaching is a powerful way of exploring personal beliefs and values and how these shape our experience of life, and our behaviours.

Coaching enables a journey of self-exploration which can give us greater self-awareness, and helps us examine and reshape many areas of life.

It can help you look forward and uncover your goals, understand what obstacles are in the way, and find a way to realise your ambition.

As a coach, I partner with clients in a thought-provoking and creative process that should inspire you to reach your personal and/or professional potential.

Coach

A person trained and dedicated to helping you live your best life through questioning, encouraging, inspiring and believing.

Mentor

An experienced expert who informally guides a less experienced person on their work or life journey.

Counsellor

A trained therapist working with people experiencing a wide range of emotional and psychological problems.

“Coaching is a distinctive approach. It is different from mentoring and counselling in its focus on a one-to-one facilitated relationship that is short-term and generally focused on helping clients identify and work towards a goal.

By having a shared understanding of what coaching is, and isn't, we can work together to help you achieve your goal.

If, during our sessions, I feel you would benefit from a mentor or counsellor/therapist, we can discuss and I can advise you.”



MY *mission*

I believe in providing coaching services that inspire and motivate people to live their best life. I do this through partnering with my clients to help them develop achievable goals and supporting them with an authentic approach, trust and deep personal engagement.

MY *vision*

I want to see all of my clients reach their full potential and live their lives full of love, fun, confidence and joy. Life is for living!



Who am I?

So who am I and how can I help you transform your life?

I always start my description of who I am with my greatest achievement...I'm a mother of four adult children! I have many accomplishments besides, but bringing up my children has been my greatest triumph and I look at the adults they have become with great pride.

Parenting wasn't easy, especially since I juggled it with a full time job, running my own business, and a life-long approach to learning. And two of my children and my husband have Asperger's syndrome.

I've worked as a journalist, editor, PR/communications consultant, and have developed and devised campaigns and materials for a wealth of public sector clients including the NHS, Local Government Association and local councils. I also offer mentoring in this area.

I'm currently working for the NHS as a Deputy Director of Communications and Engagement and have recently completed my studying and training as a transformative coach.

Coaching has helped me overcome self-doubt, imposter syndrome and to start to build the life I want. After spending 50 years sacrificing the real me to keep others happy, I've finally learnt that it's OK to put my needs first.

And it feels great!



I trained to be a transformative coach with Animas and have a diploma in Transformative Coaching which is accredited by the International Coaching Federation (ICF).

To find out more about the training, head to animascoaching.com/dptc

I am now working towards qualification as an Associate Certified Coach with the ICF.

ICF-credentialed coaches are professionals who have met stringent education and experience requirements, and have demonstrated a thorough understanding of the coaching competencies that set the standard in the profession. Additionally, they adhere to strict ethical guidelines.

I hope you'll find my approach warm, friendly and authentic. I want you to be able to look deep within yourself to identify your dreams and ambitions and, by working with me, develop a plan to achieve them.

Your coaching experience will be tailored to you, and every journey is unique.

I'm excited to learn more about you and your goals and to work with you.

Let's get started! .



MY COACHING *philosophy*

"I believe in providing coaching services and support that inspires and motivates you to live your best life.

"I want to see you reach your full potential and live your life full of love, fun, confidence and joy. "

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MY specialities

I provide transformative coaching for everyone. Whether you need coaching to do with your personal or professional life, I can help.

There are a number of areas which I also specialise in.

Getting your groove back

Support for women who have lost their confidence, perhaps due to maternity leave or menopause.

Work/life balance

Helping you to work to live instead of living to work.

Public sector burnout

Aiding you to unpick why you're exhausted and what you can do about it.

Career dilemmas

Helping you determine your career ambitions and next steps.

Adulting

You've finished school/college/uni and aren't sure of your next steps in the adult world.

Empty nest

The kids have grown and flown and you need help working out what's next for you.

HOW IT works

- 01 Book a FREE introductory session with me to find out more about coaching and determine whether transformative coaching is for you.
- 02 Complete some simple tasks before your first coaching session to help you determine what we need to focus on and to aid our first sessions.
- 03 Book sessions or a package to suit your needs.
- 04 Turn up for your sessions, do your homework and begin your exciting journey to a new you!



OUR COACHING

sessions

So that you know what to expect, here is a short summary of how our coaching sessions will work.:

- We will meet online at regular intervals as agreed. I can also offer face-to-face sessions at my home office in north Kent if preferred.
- A day before our first meeting, you will have completed your pre-session form and returned it to me or be ready to talk through it at your session.
- During each session YOU set the agenda and determine what you'd like to focus on.
- Between sessions, you will take time to work on the steps you identify to move forward.
- Each month, we will carry out a reflection exercise when we evaluate progress and review how effective the coaching sessions are for you.

WHAT TO *expect*

As a transformative coach, I will work with you and create a personalised coaching plan. During this journey you can expect:

- An initial **free** get to know you **introductory welcome call** where we can discuss your needs and how coaching can help.
- A minimum of three one-hour online **coaching sessions using the Zoom or MS Teams platform**, focusing on the goals determined in your sessions.
- **Signposting** to other services such as counselling or mentoring if needed.
- **Confidentiality** and a professional relationship of **mutual trust, respect and authenticity**.
- Use of **tried and tested coaching methods and tools**.
- Sessions to be held at **times to suit you** which begin and finish on time.



COACHING CODE OF *ethics*

As your coach, I agree to:

- be honest and act with integrity at all times
- not take any financial, professional or other advantage of the client/coach relationship
- treat information shared in the strictest confidence, and only disclose to prevent harm to others
- act with fairness and impartiality with no discrimination
- uphold all agreements with clients including contracts, schedules and tasks
- listen actively to clients with no judgment
- be diligent in delivering an expert coaching service that creates a transformation for my client

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PRICING *guide*

Your 45 minute introductory get to know you session will be **free**. We will talk about coaching and how it helps, discuss your needs, and take time to get to know one another well enough to help you decide whether I am the right person to support you to achieve your goals. We will also talk about how often you might need coaching and what package is best suited to your needs.

PAY IN
ADVANCE:
one session per
week

£55

PER WEEK

1 session per week,
for a minimum of six weeks

PAY IN
ADVANCE:
one session per
fortnight

£65

PER SESSION

1 session per fortnight
for a minimum of six session

PAY AS YOU GO:
session
frequency to be
agreed with
client and coach

£75

PER SESSION

We recommend a
minimum of six sessions

Special offers for new clients

Three session coaching taster package (to be taken within an eight week window and paid for in advance):
£150

Use this questionnaire to determine if coaching is right for you.

Question	YES	NO
Are you looking to make a positive change in your life?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a goal you want to achieve?	<input type="checkbox"/>	<input type="checkbox"/>
Are you prepared to shift your perspective?	<input type="checkbox"/>	<input type="checkbox"/>
Would you like someone to help you create change?	<input type="checkbox"/>	<input type="checkbox"/>
Are you looking for new ways to achieve your goals?	<input type="checkbox"/>	<input type="checkbox"/>
Are you prepared to see things differently?	<input type="checkbox"/>	<input type="checkbox"/>
Have you experienced a big change in your life recently?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have coping systems for challenging situations?	<input type="checkbox"/>	<input type="checkbox"/>
Do you feel motivated every day?	<input type="checkbox"/>	<input type="checkbox"/>
Do you feel unsure about the direction your life is taking?	<input type="checkbox"/>	<input type="checkbox"/>
Do you need help with setting meaningful goals?	<input type="checkbox"/>	<input type="checkbox"/>
Are you prepared to do hard work and be committed?	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any other information you would like to share?

CONTACT ME TO MAKE YOUR DREAM A REALITY



I love to chat...

HOW YOU CAN CONTACT ME:

shelleywhittaker07@gmail.com

07977 193739

OFFICE HOURS

My office hours are 09:00 - 18:00 Monday to Friday. I will also respond to emails at weekends and bank holidays. I offer coaching sessions outside of these times too.

If your call goes to voice mail, please leave a message or drop me a text or WhatsApp message.