



elizabeth juffs



"Elizabeth provides an excellent service and is a highly personable and effective coach"

The following case studies from just a few of my clients will give you a sense of the kind of issues that executive and professional coaching can support, how I work, and the end results of the coaching. Some of the names have been changed to protect the clients' confidentiality.

"Form my thoughts and make important decisions"

As MD of a busy internet solutions company, I sought help because I recognised that stress was having a negative impact on myself and others in the management team, both personally and professionally. How we were operating was unsustainable – I'd been off for 2 weeks because I'd worked myself into the ground. I wanted to get the management team back on track and working fully effectively again – firing on all four cylinders if you like - so we could improve the productivity of the company. I also wanted help with the transition of the staff into a new team structure.

During the time Elizabeth worked with me and the management team, we made **significant improvements** to the team structure and the way we worked including increasing the management team and growing the company. My managers became **more focused** at work, better at **managing their time** and **communicating** and started to look after themselves better. I found it really helpful to get an **outside view**, have someone to listen and bounce ideas off so I could fully form my thoughts and make some important decisions. I found more **time for myself** and my partner and spent less time out of work on work things. I was able to take **better control** of things, become more **effective** as a **leader**, build on my strengths in the company and develop much better **working relationships**. Through this **professional development** I was able to look at medium and long-term term plans rather than, as we had been, just fire-fighting to limit damage. I even found time to get married!

The coaching has really worked – it's been a very **positive** experience.

Richard, Company MD

"There is so much more in my power than I thought"

I knew that things needed to change. Despite having a responsible job, I felt afraid of what other people thought and struggled to take tough decisions. My life was stressful,

too busy, and I had forgotten how to enjoy myself. I wanted to become a confident, positive leader in my professional life and to live life more fully.

Elizabeth helped me look at what was important to me and how to make my priorities reflect that. She showed me some practical time and diary **management techniques** which helped me use my time better and feel **less stressed**. I learnt how to deal assertively with others, how to face and challenge my own fears and assumptions, and how to set **realistic expectations** of myself. I discovered how to be the real me and how **balancing my life** better meant I could achieve better.

Through the coaching I've **taken control** of my diary, which means I have **time** for my professional commitments **and** my personal life. I've learnt to stand up to others and to **say 'no'** without losing their respect or allowing guilt to take over. I am now able to **lead others** positively at work, and have the **fun** back in my life.

This has been really important. There is so much more in my power than I thought. Elizabeth's coaching has helped me lead a much **more effective** and **fulfilled** life. I feel more in control of my life and more able to find the solutions I need. I feel resourced for my journey. I feel greatly affirmed as a person. Above all I have been listened to, taken seriously and helped by someone who knows how to hear and respond.

Charles, Church Leader

“A first class solution”

I invested in some coaching for a senior member of my staff who was going through a tough time. When something similar had happened a while ago, it had a big impact on our productivity and I wanted to prevent that from happening again. He's a respected member of the team – I wanted to support him and he needed someone independent and impartial to talk to and to help him rebuild his life so he was back on top form again.

Elizabeth quickly gained his **respect** and **trust**, and helped him recognise his abilities and feel **successful** again. His life is back on track, his **motivation** and **enthusiasm** has returned, his general demeanour is excellent and his self **confidence** is at an all time high. This obviously reflects positively on his working life. The early intervention provided a **first class solution** for our business.

The last time this occurred we lost weeks of work - this time we only lost one day. A successful outcome!

Peter, Company MD

“Feeling calmer, more positive and in control”

I was feeling I was failing in every aspect of my life – as a career woman and with my family and home life. I never seemed to get the balance right – holidays were a juggle, my husband and I were constantly ‘passing the baton’ over parenting our children and rarely seeing each other, and work was taking over my life. I wanted to feel less stressed, more in control of my work and enjoying both work and family again. I had a responsible job which I was good at and enjoyed but it was overwhelming me and the only way out seemed to be to leave my job and become a full-time Mum (which I privately dreaded).

I can’t believe how useful I found it having the opportunity to talk and think things through and Elizabeth quickly helped me put my professional challenges in perspective and learn to take small steps towards making my **life easier**. Straight away she was able to hone in on the sources of my **stress** and give me **strategies** for dealing with them. She taught me simple **relaxation techniques** that I was able to put into practice to help me feel **calmer**. She helped me identify the things I was doing to contribute to my stress and I learnt how to change my habits, overcome my limiting beliefs and **take control** so I minimised the stress I was under.

I began planning my work better, setting myself **realistic goals**, delegating where appropriate and learnt to **say ‘no’**. Elizabeth helped me deal with my nerves over giving presentations and for the first time I was able to give an important presentation well – I’ve never had so many people say **positive** things about a presentation. I started sleeping better and for the first time ever I was able to **relax** when we went away on holiday. I was feeling **calmer**, more **positive** and **in control** and found I was still achieving at least as much as before. I’d glimpsed a different world from the one I’d been living and it felt good!

I’ve had to put in some hard work over the coaching – it’s not easy changing habits that you’ve engrained over years or even since childhood. But it’s all been worth the effort – I can’t believe what a difference this makes. I’m getting so much out of the coaching. It’s worth every penny.

Fran, Senior Accountant

“Discovered what’s important to me professionally”

Although I felt a success business-wise, I needed help to get out of a job I hated, to feel more positive and build better relationships with my wife and family. I’d tried career coaching but I still didn’t know where I was heading – I was still searching for a clear sense of purpose. My self-belief was low and I felt stuck personally and professionally. I

needed something that helped me understand myself better, to know where I was going and to learn to like myself and enjoy life again.

Elizabeth's coaching gave me the **time** and **space** to think through issues and come up with **solutions**. She helped me discover who I am, rebuilding my **relationship** with both myself and my wife. We worked on discovering what's important to me professionally and I was **inspired** to take some **positive action** towards a new career, instead of procrastinating. Elizabeth helped with **practical solutions** such as upgrading my CV, identifying my skills and interests, and best practice in job applications and interviews.

As a result of Elizabeth's coaching I feel more **confident** and self-assured – a much better place from which to be applying for and finding a new job. I find it easier to **think more positively** and the **fun** has started to come back into my life. I feel much more **focused** and **enthused**. I'm much **clearer** about what I'm looking for professionally. I have been able to put together a checklist of career criteria which is in tune with not just my technical skills but also the way I am wired. I understand myself much better and have learnt to 'get out of my own way' so I can **achieve** things I want to achieve.

Elizabeth provides an **excellent** service and is a highly personable and **effective** coach. Her friendly but always **professional** manner puts the client instantly at ease and she has the ability to quickly and insightfully zero in on the heart of the issue under discussion. These skills coupled with the perspective of being an impartial outside observer, make her an **invaluable** aid to untangling seemingly intractable problems into more simple and easy to understand components, which she is then able to provide simple and effective **strategies** to deal with. I would strongly recommend Elizabeth to anybody seeking help to deal with personal or professional issues.

Ged, Company Director

If you'd like to maximise your effectiveness or that of your organisation and your people, email me today at elizabeth@elizabethjuffs.co.uk or phone me on 0115 925 2552 (+44 115 925 2552 from outside UK) so we can discuss your requirements.

Elizabeth Juffs BEd MAC