

Find your brand. Build your confidence

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ARMSTRONG WOLFE™
Women in the COO Community

Having a clear personal brand and being able to confidently communicate that brand to others is a necessary skill in today's world. It enables you to grow your self-belief, build a set of allies and sponsors who can help you advance your career and truly differentiate yourself in a competitive environment.

We are delighted to launch our new coaching programme "Find your brand, build your confidence" which is specifically aimed at women at the Vice President, Senior Vice President and junior Director level at who work within COO, business management and project management functions.

Being successful in the Chief Operating Office requires you to have credibility and influence. A key enabler of this is having a strong personal brand which can be a clear differentiator in large organisations. Additionally, you need confidence. Confidence to be true to yourself. Confidence to speak up for what you believe in. Confidence to advocate for yourself and have your own back.

Creating a compelling personal brand and having the self-confidence to live that brand can be a challenge for many women in the corporate world. As a result, they feel unable to be their true selves in the workplace, they are underutilised and sometimes undervalued, and they don't fulfil their potential. This is a loss for the individual but also for the organisations who don't recognise this ever-increasing situation, support the women in their organisation with it and enable them to thrive and flourish in the company.

Coaching Programme Overview

If you want to find practical ideas and take your profile and visibility to the next level, then this coaching programme is for you. It will help you build the skills you need to help you build your self-belief, build your brand and be more impactful in your organisation.

With the unique combination of individual coaching, group coaching and training and mentoring this programme differs to traditional training courses or workshops.

The programme is designed to be entirely tailored to your needs and affords you the ability to work through the individual challenges you face and receive coaching from Cressida in a one-on-one environment but also in a group coaching environment.

Receiving group coaching alongside others in your organisation can be a helpful way of learning the tools and techniques, working with like-minded women who are in a similar situation to you and creating a group of allies whom you can rely upon for support throughout your career.

Coaching is proven to increase your chances of success significantly more than traditional classroom-based training or even interactive training alone. In addition, you get the benefit of Cressida's 26-year career in financial services as she mentors you throughout the entire time you are on the programme.

Coaching Programme Benefits

What you will gain from this coaching programme:

- » Learn what it means to have a strong 'Personal Brand' and why it is so important.
- » Discover your personal brand and the strengths and skills that give you your unique selling proposition (USP).
- » Understand what makes you tick including identifying your key values and your purpose in the workplace.
- » Learn immediately implementable and practical strategies for raising your profile and visibility with senior stakeholders, peers, clients and colleagues within your business and firm.
- » Increase your effectiveness at raising your profile when working from home, across time zones and in a hybrid working environment.
- » Overcome your modesty and fears about speaking up in meetings and learn how to do it confidently and authentically.
- » Walk away after each session with an action plan that will keep you accountable and ensure you implement what you have learned.



Programme Content

- » 2 one on one individual coaching sessions with Executive Coach Cressida Hamilton. These sessions are usually 60-75 minutes in length and are exclusively one on one.
- » 3 group sessions of 2 hours which include training, mentoring and group coaching.
- » A full DISC personality assessment complete with 15-page report and a comprehensive debrief with Cressida (included as one of the six coaching sessions) and an action plan with key learnings.
- » 3 x Learning material booklets for each of the key subjects (Personal Brand building, Communication skills and Stakeholder Management) in the coaching sessions to review before and after each of the sessions. Each learning document includes the key content from the session, an opportunity for reflective thought and an action plan. Work outside of the coaching sessions is expected in order to help expedite learning and maximise opportunity for self-reflection.

Structure of the coaching programme

Session 1: 'Your DISC profile uncovered'

In your individual coaching session using the results of your DISC profile, you will start to explore your personality traits and focus areas. You will be introduced to some of the key personal brand strategies and be given exercises to take away prior to session 2.

Session 2: 'Your Brand'

This session is a 2-hour group coaching session where you will start to learn your key strengths and skills, your values and you will identify your unique selling proposition. You will craft your own 'Personal Brand Statement' which you can use going forward.

Session 3: 'Communication Skills'

In this 2-hour group coaching session you will learn how to speak up more comfortably in meetings and explore what might hold you back. You will learn about the use of 'Executive Language', how to have more presence with senior leaders and how you can support each other in a group environment.

Session 4: 'Stakeholder mapping and influencing strategies'

Using the stakeholder mapping you will have been introduced to, you will work through the strengths and potential gaps in your stakeholder map and learn key influencing strategies to help you manage senior or more difficult stakeholders. You will also learn how to have 1-1 sessions with stakeholders and also how to network in a group environment.

Session 5: 'Wrap up and actions'

In your final one on one session with Cressida you will have further coaching on any areas you have questions on, and you will create the action plan you need to take everything you have learned and put it into practise.

Programme Pricing

The price for this coaching programme is £1,955.00 excluding VAT for WCOOC member organisations. The programme requires a minimum of 5 delegates but no more than 8 delegates in order for the group coaching to be effective.



Contact

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