

# awaken

a newsletter from valueU

December 2006



Welcome to the second edition of “awaken”, the new bi-monthly newsletter from valueU, a coaching consultancy dedicated to getting the best out of your organisation, your people and you.

In every issue, we will highlight topics of interest in the world of organisational and personal development and encourage you to respond with comments and information on those areas that interest you.

Please send all comments to Sonia Gavira at [sonia@valueu.com](mailto:sonia@valueu.com). I look forward to hearing from you.

## New Behaviours – how flexible can we be?

Last month, we looked at the difference between “being” something or someone and “doing” something or “behaving” in some way. There are many people who get stuck because they believe that they must change who they are to get on and move forward rather than change a behaviour. I remember being a management trainee at Marks and Spencer and leaving the organisation partly because I felt I could not be the person they wanted me to be... Now I can laugh and see that it was my behaviour they wanted to change rather than who I was.

So how do we change behaviours and why is it important for us to develop behavioural flexibility?

Behavioural flexibility enables us to be more effective in a wider variety of situations. In the corporate world, a familiar phrase nowadays is that “change is a constant”. With that being the case, how can we survive without a degree of behavioural flexibility. Without it we will resist change and the environment we find ourselves in will be increasingly challenging. In everyday life, change is also a factor but it may be more likely that a current behaviour stops us from achieving something that may be important to us. For example, someone who smokes may have a goal of getting healthy – smoking will prevent that happening and smoking is a behaviour.

The first step to changing behaviours is to understand that our behaviours have purpose, they are the physical and operational manifestation of our intentions. They are a means to an end.

Then we need to identify what the ultimate purpose of that behaviour is. So with a smoker who wants to stop smoking for his health, the intention behind smoking may be:

“To give my hands something to do”

Because that

“Makes me feel less nervous”

and that

“Allows me to be more resourceful”

and that

“means that I’m able to be more myself”

(ref. [IIS](#) NLP Practitioner manual)

Now that we know the intention, the question is “How can I be more resourceful and therefore more myself in a different way” (i.e. not smoking).

The same steps can be applied in any corporate context where someone wants to change a behaviour at work and do things differently to get different results. For example, someone who may want to delegate more, or someone who wants to find new ways to lead their team. Working through the steps with an NLP trained coach will also allow you to try on the new behaviours and experience them before applying them. That way you fine tune them in a safe environment.

If you would like to explore new behaviours call Sonia on 07808916490 or email me on [sonia@valueu.com](mailto:sonia@valueu.com).

## Cultural diversity – a problem or an opportunity?

Cultural diversity seems to be a hot topic on the social agenda these days, so how are we responding to it in the corporate world?

Is working with people from diverse cultural backgrounds something we find easy to do? Does it present problems or opportunities.

What I tend to hear is that it presents a number of barriers – different customs, different language, different ways to demonstrate politeness or rudeness, and that all of this can get in the way when it comes to the workplace.

What if we were to view it differently? What if we were to view working with people from diverse cultures an amazing opportunity to learn and share. What if we were all to accept that the message that first comes across may not be the one that was intended, what if we were to understand that there are numerous ways to look at the world we live in and that this makes it rich rather than difficult? How would it be then?

If you have experiences of working with people from different cultural backgrounds, drop me a line and tell me about it at [sonia@valueu.com](mailto:sonia@valueu.com)

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## Telephone coaching – who can benefit and how?

Over the last couple of months a recurring theme has emerged with many of my coaching clients – time, or the lack of it to achieve what we want to achieve. And yet there are many people who have plenty of time within the same 24 hours to get it all done.

How do they do it? In a number of ways, but one thing that they do is become more creative and flexible with how they do things.

Many corporate clients in the UK will only work with a coach face-to-face. This takes up more time as both the coach and client need to move to meet up and it means that the session gets scheduled in during prime working time.

And yet there are many times during the day, when our time is used less effectively. For example, an executive travelling could use that time with a coach – in an airport lounge, on a train, in the back of a taxi, etc.

Corporate coaching sessions also tend to be for an hour to three hours long and scheduled once a month. What would it be like to coach once a week for half an hour and on the phone?

Those individuals who can be creative and use a mixture of face-to-face, telephone coaching, short and long sessions not only use their time more effectively, but can also get the best results from their coaching.

Contact me at [sonia@valueu.com](mailto:sonia@valueu.com) to find out more

## The team at valueU

**Sonia Gavira** is the owner and founder of valueU. Sonia holds an MBA from Ashridge and is an accredited NLP Coach. She has over 15 years experience of working across a number of sectors spanning both manufacturing and service industries. Today, her interests lie in the development of high potential individuals and teams and the impact that has on the organisation as a whole. Sonia is fluent in English, Spanish and French.

### Some of our Associates

**Tracy Sinclair** is an established and successful coach, trainer and facilitator who works with executives, leaders and managers to support both their professional and personal growth and development. She is an accredited NLP coach and holds an honours degree in Spanish. Tracy has over 15 years experience in operational and people management, project management and consultancy.

**Chris Billinge** is an outstanding coach and facilitator with over 25 years leadership experience with FTSE 100 financial services companies. He is an accredited NLP coach and Myers Briggs practitioner and today works with leaders and their teams.

**Ryan Pritchard** has 10 years experience working at senior management level within the retail and service sector. Six of those years were spent working in Oslo, Norway and he is fluent in both English and Norwegian.

All our coaches are members of the International Coaching Federation and abide by their code of ethics.

For more information on the team, go to [www.valueu.com/http://www.valueu.com/index.php?n=People.People](http://www.valueu.com/http://www.valueu.com/index.php?n=People.People).

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### Next issue:

- Leadership development
- More on coaching formats
- How to select a coach

For more information visit us at [www.valueu.com](http://www.valueu.com) and contact Sonia at [sonia@valueu.com](mailto:sonia@valueu.com)