

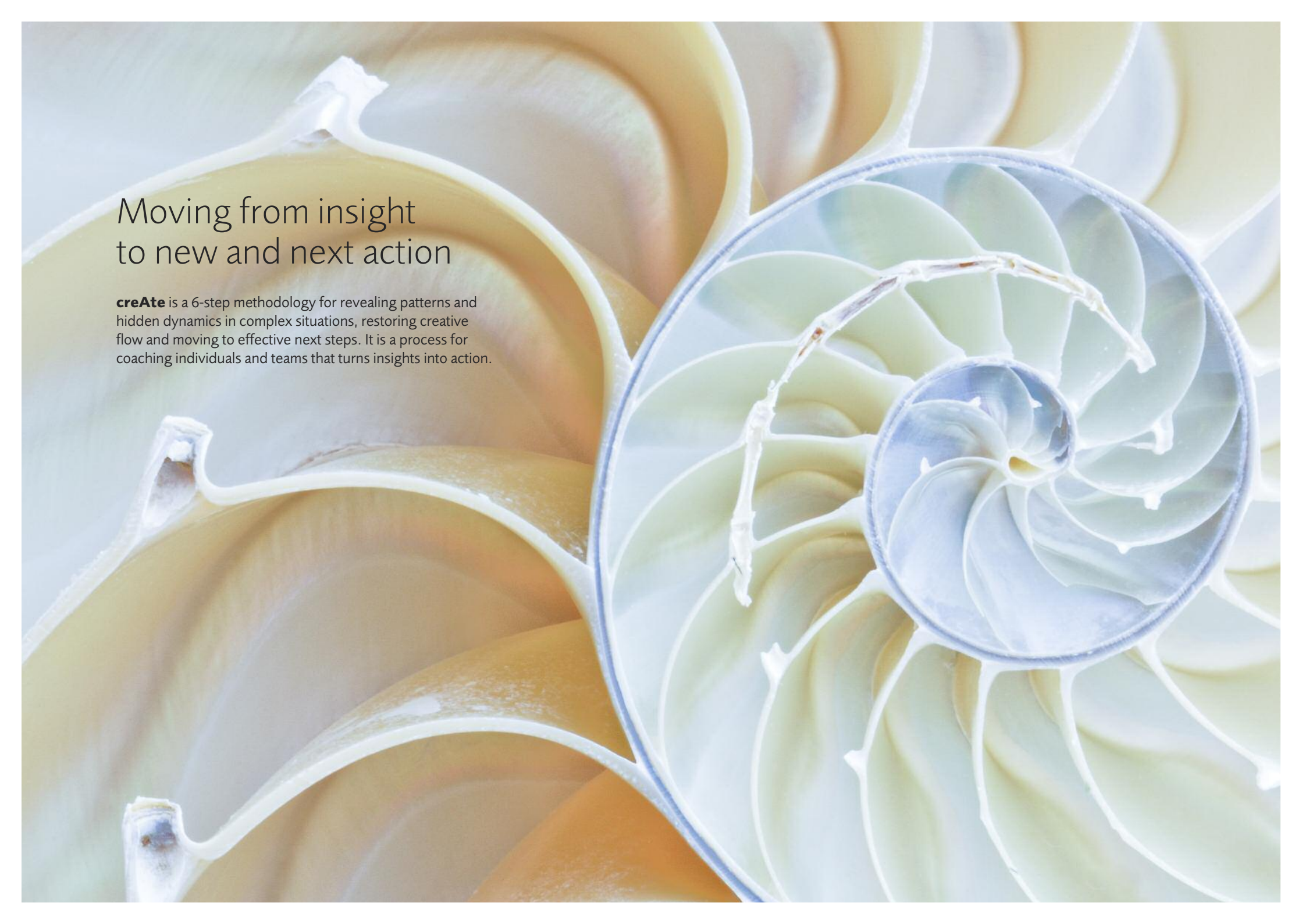


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# creAte coaching

Moving from insight to new and next action

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## Moving from insight to new and next action

**creAte** is a 6-step methodology for revealing patterns and hidden dynamics in complex situations, restoring creative flow and moving to effective next steps. It is a process for coaching individuals and teams that turns insights into action.



# creAte breakthroughs

- Enhancing a leader's performance
- Discovering and helping to disentangle persistent cultural issues
- Catalysing the redesign of a leadership team
- Co-creating a new organisation-wide process for holding difficult conversations
- Transforming a company's business model
- Supporting a newly recruited leader into their role

## What clients have said...

*'Your coach's support and advice in setting up this authority has been a pearl beyond price. He has a genius both for spotting the real issues amidst the dross, and then the skill and sensitivity with which he works with them.'*

– Susan, Interim Chief Executive, New Forest National Park Authority

*'Really great stuff. Incredibly valuable. You have helped me understand my values, and what I really want to do in this organisation. You drew some really effective solutions out of me for making my ambitions real, both personally and in this part of the business. Working here already feels different.'*

– Richard, Director of Capital Projects, Mouchel Parkman PLC

*'Fantastic. It really helped. Not just with the objective perspective it gave to the past, but also with the platform it built for addressing the future.'*

– Henry Chevalier Guild, CEO, Aspall's Cider

*'**creAte** coaching has supported to me to make significant transformations at both a personal and professional level.'*

– Sonya Chowdhury, Assistant Director (Children's Services), Barnardo's

'This process meant being vulnerable in new ways, and 'stepping into the unknown', which was very hard for me, but it yielded big dividends.'

## An evocative story...

*'As a CEO, I faced a critical challenge: my company had been unable to find and retain an effective Finance Director. We had hired three candidates over a period of two years and none of them had lasted. Despite an active and energetic recruitment process, my relationship with each new hire quickly deteriorated.*

*Working with **creAte**, my coach and I began clarifying the question: how can I create a generative space that will allow a great FD to enter and flourish in our organisation?*

*My coach helped me to become aware that I had access to many ways of knowing about this problem, including my feelings, my intuition, and what my body was telling me. These were hard things for me to accept, as I normally prefer to look at clear, rational solutions based on logical arguments.*

*We also noticed that I had my predecessor, among others, as a resource. He was a successful leader with many years of experience in the company. He had from time to time offered his support, but I had mostly kept my distance from him, as I wanted to stand on my own two feet.*

*My coach helped me to look openly and systemically at the dynamics of our top team, including all our strengths and weaknesses, and especially my own role and manner of engagement. This process meant being vulnerable in new ways and 'stepping into the unknown', which was very hard for me but it yielded big dividends. We were able to consider the influence of my predecessor and the last 'successful' FD. I was able to see for the first time some major entanglements in the team that reached back to prior leadership generations. A frank but compassionate conversation with my predecessor, facilitated by my coach, really helped with this. As a result, I think I managed to do a much better job of understanding and acknowledging our internal dynamics, including the impact of our history on our present.*

*As we crossed the threshold into considering 'what could be', we were able to conceive of a leadership system that acknowledged our past and the contributions of key figures in it, but also allowed me to give up some old resentments and fears. We were able to see, and even to map out visually, a leadership system that would give a new FD a real chance of success and would allow me to step into a healthier approach to leadership.*

*We subsequently hired another new FD. A year later, she is thriving in the job and is a crucial member of our team.*

*I doubt this great result would have happened without my coach and the **creAte** process. Maybe the best thing about it is that our whole top team is now aware of this approach. We regularly use third-party coaches trained in **creAte**, but we are also increasingly skilled at using the process ourselves in our internal discussions and in coaching our own mentees within the company.'*

## What is **creAte**?

**creAte** is a teachable, replicable process that supports leaders and teams to generate new insights and then move to new and next actions. It challenges us to tap into all four ways of knowing – intellect, feelings, senses and intuition – through a six-step process:

- **clarifying** the context, finding a focus, identifying a Breakthrough Question, and contracting to explore it
- **resourcing** – checking on resources available: within the client and within the system
- **exploring** the current situation - the visible and invisible aspects of current reality
- **Aligning** – seeing how aligning elements in the client's system might allow a new outcome to emerge
- **transforming** the situation by allowing new ideas and creative insights to arrive and give rise to 'the new'
- **embodying** – bringing solutions to life through action and embodied practice

To learn more about **creAte** coaching email us at [catalysts@now-here.com](mailto:catalysts@now-here.com)

Or visit  
[now-here.com](http://now-here.com)

