



# talking about... paula rucker

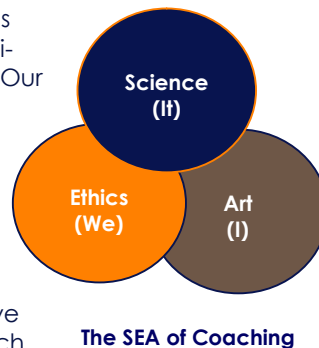


... designing better relationships for better outcomes

Our vision is to help people within organisations achieve better outcomes by improving their relationships with others. Our approach is based on a model that distinguishes organisational effectiveness as being driven by the quality of the relationships and conversations that make up that organisation. The better the relationships and conversations, the more effective the organisation. Conversely, poor relationships lead to a lack of conversations or poor quality conversations with a negative impact on organisational outcomes. These impacts can be seen at all levels of an organisation with the greatest impact being seen when organisational leaders are not able to effectively engage and relate to those within their organisation.

We aim to achieve our vision through a coaching approach directed at developing excellence in individuals in the domains of leadership, well being and building effective relationships.

Our coaching methodology can be seen as what we term the SEA of Coaching - the Science, Ethics and Art of coaching practice. Our science is based in a broad range of recent innovations in disciplines as diverse as philosophy, philosophy of language, cognitive biology and social sciences. Brought together, they provide a powerful and unique way of observing and intervening with human beings in the domains of language, emotion and body. We firmly believe that no other coaching approach offers such a broad spectrum for intervention.




As members of the International Coach Federation, our Coaches are committed to the ICF's ethical principles. Our ethical focus is always on maintaining respect, care and client confidentiality. We pride ourselves on this.

The artistry of coaching lies within each individual coach and comes from our experience and wisdom in observing how people engage in living and being able to intervene in a way that is respectful, yet sometimes confronting.

We view success as a Coach in terms of the difference made for clients in the organisational context within which they work and just as importantly in the difference it can bring to their life in general. Our coaching work is aimed at providing our clients with specific outcomes as they relate to the coaching assignment and, in addition, we seek to have our clients learn how to coach themselves. This provides them with benefits well beyond the coaching relationship.

Coaching involves two key skills — effectively interpreting the human condition and conversational skill to take people from confusion to effective action. Clients working with our Coaches can expect to experience these skills and develop them for their own gain, not just in an organisational setting but in all domains of their lives.



Paula's background is in Financial Services having worked with Westpac and NAB for the last 16 years. Her most recent role was National Business Coach for General Managers & Senior Sales Leaders. Her achievements include accountability for & delivery of Westpac's Sales Leadership frameworks in Consumer Banking in Victoria and Tasmania. This included the development of strong measurable relationships with leadership teams across lines of business and geography, 'Coaching Coaches'. In addition Paula's experience includes: Sales & Distribution Leadership, Channel Sales & Program Management, Customer Satisfaction, Distribution Marketing, and Project Management. Paula holds a commerce degree (University of Melbourne), a Certificate III in Executive Coaching (the Australian Institute of Executive Coaching [AIEC]) and has been exposed to and studying Ontological Coaching with Talking About Pty Ltd since 2006. Paula holds a Certificate in Training Small Groups and has over 1000 hours of coaching with both individuals and groups. Paula is a member of the International Coach Federation (ICF) and AIEC Alumni. Paula's focus is always on maintaining respect, care and client confidentiality. Her open and constructive coaching style and passion lies in supporting & empowering individuals, teams and businesses to unlock their potential and achieve high quality outcomes.

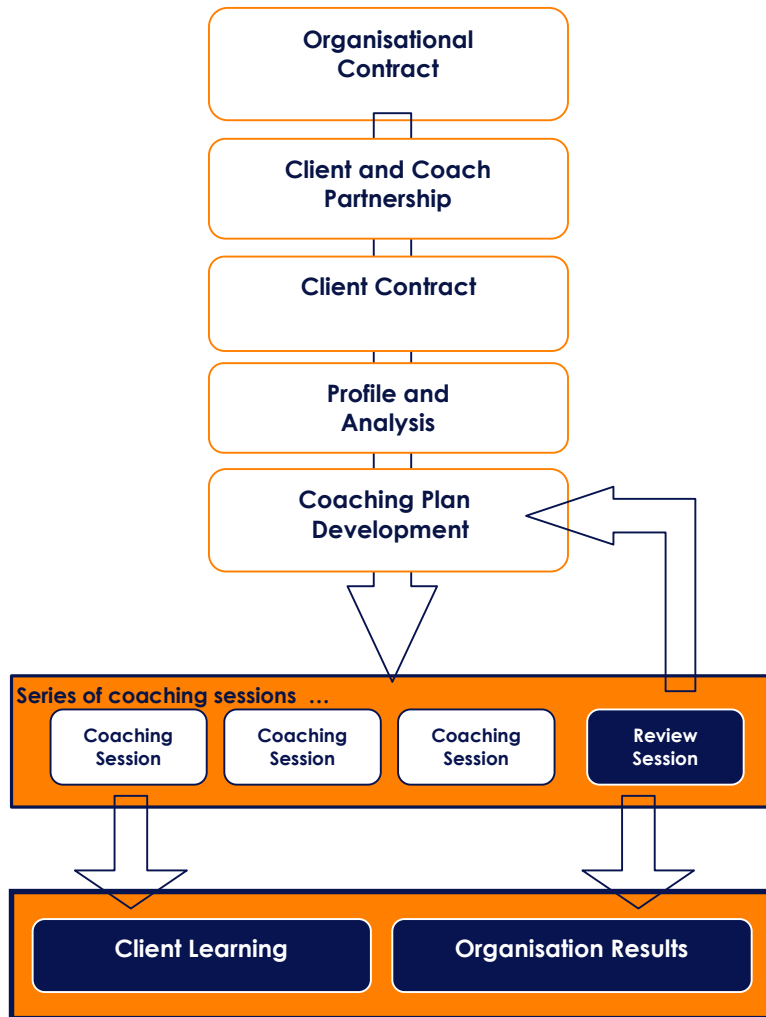
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## Our Coaching Process



## What People Say About Paula's Work:

### The Coaching Experience

The value of coaching lies in a learning experience that is tailored to meet each specific individual's requirements.

We have a coaching process, which has value in both its rigour and its flexibility. Depending on the circumstances, we favour a three way coaching relationship that involves the Coach, the Client (Coachee) and a Sponsor. The Sponsor is someone who has the organization's interest at heart but can also provide ongoing feedback to the Client thereby enhancing their learning experience.

We begin with conversations to explore what outcomes the organisation and the Client is seeking and what is required to achieve those outcomes. This is often done with a Client's Sponsor, who will support them day to day in achieving their goals. This goal setting stage is followed by a series of coaching conversations, aimed at the Client's development and successfully achieving the desired personal and organisational outcomes.

These conversations focus on developing the client's skills in observing and influencing others through higher conversational competence and emotional leadership. In many ways, the Client learns how to coach themselves and others.

Regular review conversations involving the Coach, Client and Sponsor ensure the Client's learning and development stays on track and new directions are not overlooked.