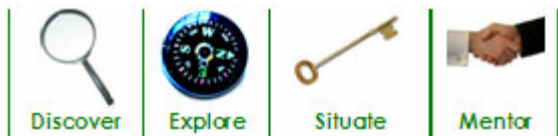


## Coaching and Mentoring for Measurable Breakthrough Performance

Coaching and Mentoring that focuses on delivering and sustaining a tangible and measurable financial return on your investment in key people across your organisation



To go beyond simply keeping pace with the market, successful organisations need their key people consistently to excel and perform to their utmost capability at all times.





In order to do this business leaders are actively seeking more effective ways of embedding, nurturing and developing these excellent performers across their organisations to deliver the 'Breakthrough Performance' needed to grow and thrive.

Some organisations have deployed traditional Coaching and Mentoring programmes for their staff but it is usually very difficult if not impossible to link and measure the impact of the coaching and mentoring on the organisation's overall performance.....*How do you know you wouldn't have got the same (or an even better) outcome without the coaching and mentoring programme?*

In response to this question and the need to demonstrate the measurable impact of Coaching and Mentoring, AKA has created **DES-M**, a new, unique, integrated and structured approach which is founded on delivering accelerated, tangible and financial benefits that secure and sustain Breakthrough Performance for key people and their organisations.

### Why is DES-M Different?

DES-M provides a common framework, approach and style to 'one-to-one' Coaching and Mentoring whilst ensuring that it is tailored to the individual's specific needs and goals with close alignment to the objectives of the organisation. DES-M propels the individual's career and delivers measurable benefits to the organisation in both the short and long term.

- 
**Discover** AKA consultant and individual come together to understand the complexity and challenges facing the individual in order that they can target, achieve and sustain Breakthrough Performance:
  - Envision, agree and record the shape of success;
  - Establish and build trust for the confidential relationship that needs to be created;
  - Define the individual and organisational level business case that will be delivered as a result of the DES-M programme.
- 
**Explore** Undertake the detailed analysis to enable the individual to understand what work they will need to do to introduce the changes in behaviour, new tools and techniques and relationships focus to achieve their personal Breakthrough Performance targets
- 
**Situate** Identify and begin to implement specific, focused and targeted plans to enable the changes and outcomes that will deliver Breakthrough Performance.
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**Mentor** Ongoing relationship between the AKA consultant and the individual to support the embedding of the new ways of working, measure and realise the targeted outcomes that will deliver Breakthrough Performance and subsequently realise and sustain the measurable benefit case, both for the individual and the organisation.

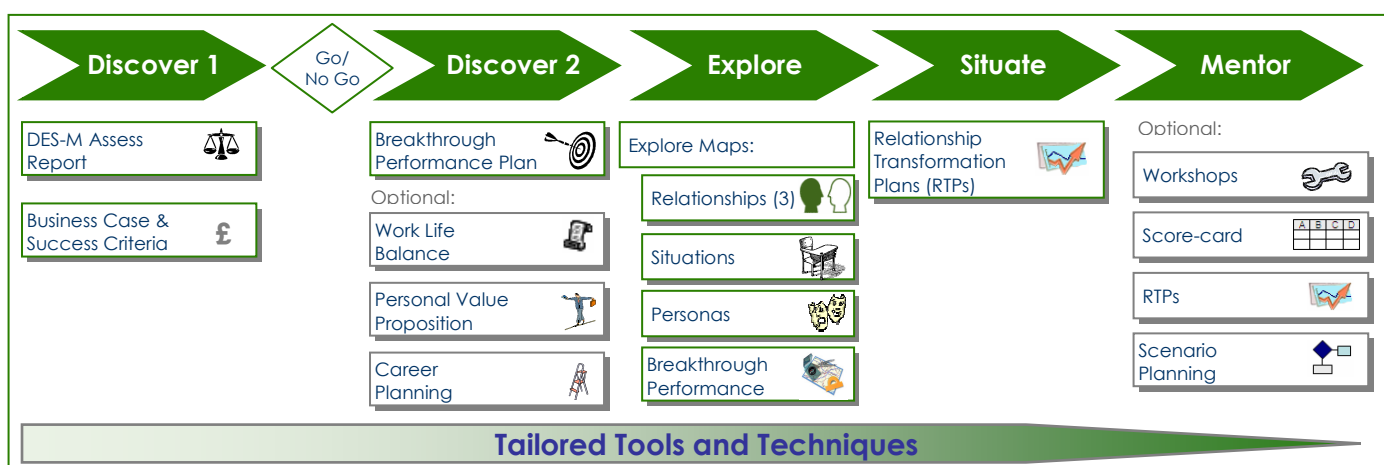
## How is DES-M Delivered?

AKA recognises the need to accelerate the delivery of the business case that will be realised by achieving the individual's targeted breakthrough performance. The benefits delivered by DES-M build through the Discover, Explore and Situate Stages with benefits realisation beginning from day 1 with the full benefits case being realised during the Mentor stage.

DES-M can be delivered one-to-one between AKA consultant and individual. Alternatively, DES-M provides a common, flexible and scalable framework which can be delivered and deployed across an organisation by an 'accredited' in-house team selected as Coach/Mentors from key people in the organisation.

## DES-M Deliverables

Key deliverables are produced at each stage of DES-M. These form the basis of the plans, activities and changes undertaken by the individual to deliver their Breakthrough Performance and realise the benefit case.



## Why do clients buy DES-M?

Experience with a wide range of clients across many market sectors shows that DES-M delivers substantial benefits in two important ways...

### Individual Breakthrough Performance

Key people are able to accelerate the achievement of their organisational and personal objectives, enabling them to excel and surpass their targets year-on-year, delivering and achieving much more than before their DES-M experience....with far less stretch and effort!

### Corporate Breakthrough Performance

As people engage with the DES-M programme and achieve their own personal Breakthrough Performance targets, so they encourage, emanate and cascade the kinds of behaviours required across the whole organisation and embed the key tools and techniques that will deliver and sustain Breakthrough Performance at the corporate level.

## Contact AKA

For more information on AKA and DES-M please contact us by:

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**E:** enquiries@AnthonyKellyAssociates.com

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Organisations that are now benefiting from the Breakthrough Performance that AKA offers, and that can provide references, include:

- Legal and General
- PA Consulting
- Department of Health
- Canada Life