

HIGH GROWTH CEO COACHING FOR SMEs

At Axxos, we've now turned our attention to your needs as a CEO developing a high growth company.

Whatever the size of the company, you are the key driver of strategy, the definer of culture, and the unavoidable leader. You are the person everyone turns to for congratulations when they do well, and from whom support is sought when things don't go so well.

This is a demanding role – especially if you are going through it for the first time.

Well-designed coaching helps you deal with these pressures and to manage your behaviour so that you meet the expectations of the people in your company while shaping how they, in turn, behave.

AxxosCoach™

Our new product, AxxosCoach™ is about getting these behaviours right.

Mentoring, on the other hand, is principally about strategy development and strategy execution.

In the AxxosCoach™ model, we take you through the stages shown opposite. In the explanation on the next page, we proceed sequentially from *Capacity*, but you can start at any point because each element of the model is interactive with every other element.



The aim is for you to end up with a *Pathway*. This is your way forward. You and your Coach will develop, monitor and work on this. It should be a comfortable fit with your *Capacity*, the way you communicate your intentions to others (*Narrative*), and must deliver on your *Goals*.

The outcomes good coaching deliver include:

- Greater self-assurance and decisiveness;
- Enhanced work/life balance;
- Risk reduction;
- Improved business results..