

TJ

Training Journ

JUNE 2018

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DISRUPTION

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PROTECTING
LEADERS FROM
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INTERVIEW

SPOTLIGHT ON

ANNIE BOATE

Corporate coach **Annie Boate** on her passion for education and transformational coaching

PHOTOGRAPHY BY AMANDA CLARKE

Annie Boate is the CEO and founder of coachinginschools.com. A highly qualified corporate coach and former teacher, Annie has shaken up the coaching profession and put coaching in schools on the map! She has more than 20 years' experience of coaching in the education sector.

Her background includes school leadership roles, working with young offenders, and coaching top executives, outstanding headteachers and some of the most challenging learners.

Annie has trained thousands of school staff to coach using her 12-step model. This model produces impressive results in just 15 minutes and radically out-performs older, less-effective coaching models.

Annie's products are shaped by her vision to make improvement faster and easier for busy people. Her goal is to help everyone in schools feel and perform better.

This has led her to develop an interactive, online version of her flagship coaching programme, create a dual factor 360 diagnostic tool, and write a book which has become a number one bestseller.

Annie's work has been showcased on television and her coaching course is frequently described by trainees as life-changing and transformational.

Why training and how did you start?

As a former teacher and school leader I know how frenetic the pace of everyday life is in schools, and that staff are always looking for effective ways to improve their schools, their own performance and learner outcomes.

Having devised my transformational 12-step coaching system that was having such a positive impact on all aspects of school improvement, I knew I had to share it.

I developed an online version so that I could reach more schools and more staff. I also wanted the online

IT'S ALL ABOUT ME

Age

47

Education

B.Ed (Hons) in PE and English from the University of Southampton and Certified Corporate Coach (CCUI ICF ACTP)

Family

Two rescue dogs: Jack (Patterdale terrier) and Smudge (working bearded collie)

Location

Barnsley, South Yorkshire

Hobbies

Spending as much time as I can with family and friends, and discovering new things!

Favourite place

The beach

Book

Who Moved My Cheese? by Dr Spencer Johnson – ideal for anyone wanting to make changes or dealing with people who are resistant to change

Music

Eclectic – anything positive and upbeat. I love a bit of Abba and Dolly Parton

Movie

Bridget Jones and rom-coms with happy endings

Technology

I love technology. It has enabled me to help more people all over the world by forensically pinpointing the most important priorities for them to work on and flipping the traditional, 'boring' style of online training on its head

course to deliver the same quality, interactivity and impact as my face-to-face training course. I was determined that it wasn't going to be one of those online courses that makes watching paint dry seem exciting! I've devised a course that I'd say is even more effective than my face-to-face training.

Who or what inspires you?

I've gained my coaching expertise by standing on the shoulders of giants like Thomas Leonard, Sir John Whitmore, Richard Bandler, Jim Collins, Edward de Bono and Ken Blanchard. I then



I was making a difference, but to the wrong people. I needed to make a difference to people in schools

'joined the dots' between how the brain works and the best practices in teaching and learning, leadership, corporate coaching and neuro-linguistic programming to come up with my unique 12-step coaching system.

My greatest inspiration continues to be the many coaches who have used my coaching system to transform the professional and personal lives of others in and out of school. I continue to be overwhelmed when I hear the tangible impact that coaching is having on schools; improvements in teaching leading to higher outcomes for learners, powerful strategic systems devised and implemented across the school, schools going from 'special measures' to 'good' and from 'good' to 'outstanding', GCSE students going from a U to a B grade, children improving their reading by two book bands and reception children beginning to write independently.

While I originally devised my coaching model to accelerate school improvement, I'm equally overwhelmed →

by the impact of coaching on the personal lives of coachees. People have been coached through work-related stress, domestic violence, depression, anxiety, exam stress, lack of confidence and bereavement into a far more positive place.

Tell us your lowest moment, and your noblest hour

My lowest moment was when my dad became terminally ill with a rare brain condition and died within a year of first showing the symptoms. He'd helped me create the original spreadsheet-based version of my dual factor 360 feedback tool for schools. Before he became ill, I had started to create a web-based version of the 360 tool. I'd also started to write my first coaching book, *A Coaching Revolution*. I wanted to share these important career milestones with him, but sadly he died before I completed the 360 tool and my book. As a legacy, I'm donating 10% of profits from sales of my 360 feedback tool to a British brain research charity.

My noblest hour was when *A Coaching Revolution* became a number one bestseller!



Writing the book had been a scary experience – putting yourself out there as a target for potential critics takes guts. On more than one occasion while I was tapping away, I stopped and

reminded myself that I didn't need to do this. But my dad had shown so much courage during his illness that I knew I'd be letting him down if I bailed out and didn't at least try.

What and when was your career turning point?

I'd become a certified corporate coach, and thought I was living my dream; I was doing what I love, and earning a fortune in the business world (which we know isn't possible in education!).

But there was a problem. I couldn't quite put my finger on it, but somehow it just didn't feel right. As I looked across my executive desk in

THE 360 DEGREE

"From the first moment of the first session with Annie, we were all fully engaged, thanks to her lively presentation skills and her outstanding subject knowledge. She has a wonderful way of challenging you and taking you out of your comfort zone while at the same time making you believe you can do it. I've been a headteacher for 14 years and I've come across coaching before, but never anything as powerful as Annie's!"

Monica Austin, Ashcroft High School

"Annie's approach has revolutionised how we empower colleagues to make the difference in their classrooms."

Amanda Simpson, Tunbridge Wells Grammar School for Boys

"It is rare to find CPD that has such an immediate impact. Being coached has really helped me to prioritise and work effectively across two schools."

Debbie Foolkes, Woodlands Secondary School and Lady Zia Wernher School

"Coaching has probably had its most profound impact on a personal level where I have used the approach of 'small goals' to prevent myself being overwhelmed after I received the devastating news that a loved one had a terminal illness. Thank you, Annie and *Coaching in Schools*."

Gemma Kelly, Oak Grove College

"No one prepared me for the fact that a three-day course would change my life! Coaching not only enhanced my professional development, but also my personal life. It works miracles!"

Lisa Gregson, head of key stage 4, Queen Ethelburga's Collegiate

my plush office one day it suddenly hit me – I was making a difference, but to the wrong people. I needed to make a difference to people in schools. Education was my passion. Schools

were my passion. Forget the bank balance; I needed to listen to my heart.

Since doing just that, I haven't looked back. I no longer have the executive desk in the plush office, but since aligning my goals with my values, I'm so much happier and much more driven.

Describe your best learning and development experience

My best learning experience came when I trained as a corporate coach. It was an epiphany for me and revealed the viability of coaching as a full-time occupation.

Funnily enough, that led to my best development experience. The coach training had taught me so many



I'm rubbish at self-promotion! So my next goal is to improve my marketing strategy

excellent skills, but it had also shown me a real development need in the world of coaching – the need for a simple, powerful coaching model to underpin all those wonderful coaching skills I had. That led to over 18 years of trial, error and tweaking to finally produce the coaching model that I teach today.

What's next in your career?

I've never advertised my courses and school-improvement tools. My business has grown through word of mouth. Headteachers and senior leaders who have seen the impact of my coaching system have 'evangelised' to others and spread the magic organically.

As a result I'm rubbish at self-promotion! So my next goal is to improve my marketing strategy (which is currently non-existent) and get the coaching message out to as many people as possible.

I love delivering face-to-face training in schools but that's not sustainable or scalable. My practical online courses are the future. They're key to spreading the coaching magic. I've just created a wider range of courses that will allow staff to become certified at different levels, depending on how far they want to take their coaching expertise. I'm really excited about the future. **TJ**



PLAYING TO WIN

My five top tips for success are:

- ▶ Pursue your passion, not your pension. If you can find something you love it won't feel like hard work. As Richard Branson says: "You'll never be successful if you don't love what you do and wake up every morning excited."
- ▶ FOCUS (Follow One Course Until Success). Identify your vision. Make sure it's crystal clear; you should be able to see it, say it and hear it. Hold on to that vision and stick at it, even when the easy thing would be to give up. This inner drive will help you achieve success in both your personal and professional life.
- ▶ Take action – be a 'doer' not a 'talker'. Procrastination will kill your creativity and your progress towards your goals. It will also lead to stress and frustration. Avoid this by taking one tiny step towards your goal every single day.
- ▶ Serve people, and serve them well. Whatever you do, aim to make a positive difference which will transform the lives of the people you work with. Step into your clients' shoes and, most importantly, build relationships – that's what really matters in the end.
- ▶ Avoid negativity – certain people and things are like energy vampires. Identify anything in your life that saps your energy and replace it with something positive that helps you to be the best version of yourself. Remember, as Jim Rohn says, we're the average of the five people we spend the most time with – so make sure you pick your five carefully.