

Overview

Coaching and mentoring to assist with the transition from Marketing Apprentice to Head of Marketing

iESE is a Government Transformation agency and has supported a wide range of local government transformations across the UK. Due to its success, iESE is growing steadily and one of its new recruits is Annabelle Spencer, initially a marketing apprentice, has recently been promoted to Head of Marketing. Annabelle has been a rising star from day one, adopting a healthy attitude towards learning and responsibility. iESE's ethos is investing in developing its team, and with this in mind, they commissioned The Niche Nurturer® as a coach and mentor to enable Annabelle to reach her full potential.



Heather Lumby, Executive Director, iESE

We selected Vicky because she is a highly qualified and experienced marketer and coach. After just three sessions, we have noticed a significant change in Annabelle. For example, on our recent Team Day, Annabelle was having more mature conversations with our team managers, showing clarity and putting her point across really well with reasoned argument. Annabelle's growth in stature amongst the iESE team has transformed, as have her relationship skills.

Annabelle has always been positive, but now she comes across as even more professional and speaks in a more engaging manner. Our finance manager has also been singing Annabelle's praises and has entrusted her with a very important task. Annabelle now instils confidence in everyone she speaks with and can now have a conversation on a level with another manager and clearly articulate what she is after. She has certainly stepped up and there is a marked growth in her confidence and self belief.

We have already reaped a healthy return on our investment in this coaching and mentoring journey and I am pleased to recommend The Niche Nurturer® to other organisations who wish their team members to reach their full potential.



Annabelle Spencer, Head of Marketing, iESE

Working with Vicky as a coach and mentor has been a truly positive and confidence-boosting experience. We have covered a range of different topics in our sessions, the content of which I outline beforehand, and we have worked together to break down challenging big chunks into small manageable actions – something that I have always found difficult to do. The sessions are always well-structured and leaves me with actions to follow-up on afterwards – a particular task I found very useful was creating a flowchart of a campaign process which helped give structure to my marketing activities.

I would absolutely recommend Vicky as a coach and mentor; Vicky has a fantastic broad knowledge of all-things-marketing, and I feel that I always walk away at the end of a session with a new marketing tool, framework or insight that helps me be a better marketer in my organisation. Not only has it been an opportunity to improve my professional skills such as prioritisation, time-management and delivering information at a high level, I feel as though I have also improved soft skills such as building relationships with others. She also has encouraged me to dig deep and really think about solutions to problems making me discover the answers myself – I really like this empowering technique!

Although it's still early days on this mentoring and coaching journey, I have already noticed a positive difference in my work and find myself not only being able to tackle big tasks I had before found rather daunting, but also provide support when pitching my recommendations and decisions to my managers.

Impact from the client's perspective

Impact from the coachee's perspective





My coaching approach

Vicky Vaughan, Coach & Mentor

When I work with Annabelle, I use a combination of coaching and mentoring skills, teaching soft and technical concepts for her continued growth.

Initially, I familiarised myself with the organisational context and also learned about Annabelle's previous work experience. Annabelle has chosen to use our sessions to focus on her latest challenges.

Breaking challenges down into bite sized chunks frees up any potential barriers which may block success. It also allows Annabelle to achieve some quick wins while we are working on the larger chunks of work.

In one session, we created flowcharts for her processes which Annabelle can use to help her plan and organise presentations. This also helps her structure conversations. We also use the smaller work chunks for Solutions Focused coaching.

While discussing the above and listening to Annabelle, I occasionally picked up patterns which indicated a slight lack of confidence when talking to senior members of the iESE team. I used a combination of Developmental Transactional Analysis concepts including Working Styles' and NLP to improve Annabelle's relationships.

Building self belief is my priority in most coaching sessions. Without self belief, sharing technical expertise is wasted. It is only when talking about my clients' job that other issues come to light. It is essential to put all coaching in context of the job in which my coachees are facing so we can rectify any issues holding back success.

Contact Vicky Vaughan FCIM FInstLM

- Phone 07909 693172
- Email hello@thebrandsurgery.co.uk
- www.thebrandsurgery.co.uk

If I don't pick up when you call, it means I'm coaching and my phone is on silent. I will call you back as soon as I'm free.

Thank You. I look forward to meeting you soon.

How to contact me

Who will be coaching you?

Vicky Vaughan FCIM FInstLM Chartered Marketer, Coach and Mentor The Brand Surgery®

Relevant qualifications

- ILM L7 Executive Coaching and Mentoring
- CIM L7 Postgraduate Diploma in Marketing
- Working towards a certificate in Transactional Analysis with PIFCIC

Relevant experience

- 17 years marketing consultancy working with SMEs, growing one from £38m to £60m
- 5 years coaching and mentoring
- 11 years, founder Talent Within You
- Associate lecturer in Marketing (L3 & L4) recent class of 25 achieved 100% distinctions
- 8 years, twice elected town councillor

Coaching and mentoring approach

I practice coaching and mentoring using a combination of Solutions Focused, Developmental Transactional Analysis, Gestalt and NLP.

Coaching & mentoring specialism

- Marketing apprentices
- All marketing roles
- SME business owners / board members / managers seeking promotion
- Recently elected local government councillors
- Young people

Where I coach

- I can coach in person, by Skype or by phone
- I am based in Worthing and also coach at IoD in Pall Mall if this is more convenient.
- I can coach 1-2-1 or coach groups
- I can also design coaching programmes for a course of workshops



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