

# Developing the leader within

Heartstyles coaching offering







## The case for coaching

Leadership can put strain on your character.

40% of promoted leaders derail within 18 months  
(Martin & Schmidt 2011).

It can feel isolating, stressful and exhausting. So, many of the top leaders call upon outside support; coaches to steer them towards effective behaviors and guide them through long and happy careers.

Heartstyles offers tailored coaching services to leaders within Yum! brands, designed to help senior people stand tall and positively influence those around them. We help leaders feel supported, understood, and empowered. We help leaders manage themselves, as well as their teams, put their energy into what really matters, and build ecosystems which drive performance. We help them to manage stress, become more reflective and self-aware, and give them the confidence to lead by example whilst achieving results.

*'In a time of significant challenge and change, my coach was able to help me balance reflective consideration with practical action. Creating a safe space to explore complex issues they helped me become a more well-rounded, and performance-driven leader. As a result, I have invested in coaching for key leaders and am seeing the fruits and benefits of this for them too'*

Ewan Davenport – Pizza Hut Managing Director  
Middle East, Turkey and Africa



# Coaching in a Heartstyles context

## Cultivating your character

Heartstyles is a methodology for building character – the strength we call on to make clear, constructive, goal-orientated decisions. It consists of a three-stage process:

1

### Measure:

We use our proprietary assessment tool, the Heartstyles Indicator to provide participants with a 360-degree snapshot of their current behaviors.

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2

### Activate:

We provide intensive, tailored programs – whether online or in person – to help each participant understand why they do the things they do, so that they can choose differently. For those engaging with Heartstyles for the first time, **Leading with Heart** will usually be the first step.

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3

### Cultivate:

We offer on-going, long-term support as participants continue their personal journey – be that through supplementary content or extended leadership coaching.

During the **measure** and **activate** stages participants receive a level of coaching from their facilitator, through the form of Indicator debrief sessions. For change to count though, it has to be lasting. This is where our leadership coaching offering comes into play – in the final stage, **cultivate**.

This is not a one-off process, it's circular. It is worth regularly readdressing each stage, tracking your character as it develops over the course of your life.





## Coaching in a Yum! context

### Bringing coaching to coaches

Yum! acquired Heartstyles because of its ‘people first’ approach. A culture where line managers are themselves called coaches. This name shows the emphasis that Yum! puts on the role of the coach to nurture and develop those entrusted to them.

Being a coach is a great privilege – and also a great responsibility. Backed by research and grounded in what direct reports say people say they want, Yum! and Heartstyles are committed to giving its coaches the best possible training, so they can perform at the highest standard.

Whether you’re a team leader who is looking to develop your team’s leadership capabilities, or one of your team members has requested coaching after Leading with Heart or a Leadership Development Program, leadership coaching is the perfect way to continue your character development journey.

‘Since, I’ve been coached by Heartstyles, I’ve stopped being so defensive in review meetings. Previously, I would shut down and get frustrated. But now, I openly embrace feedback.’

Anonymous



# The benefits of coaching

Only 10% of leaders worldwide receive executive coaching (CEO world 2016), but there is plenty of evidence that those who take it up experience great benefits. Here are just some of the benefits of Heartstyles' leadership coaching:

- **Achievable growth**  
By combining character and leadership, we can develop your skillset in a way which plays to your natural strengths.
- **Increased self-awareness**  
You will be afforded time out to reflect and better understand why you do the things you do.
- **Boosted confidence**  
This is about empowering you to lead passionately and giving you the tools to overcome any challenge.
- **Expert sounding-board**  
By talking challenges through with your coach, you will feel supported and enabled to face the isolation that results from being in charge.
- **Better equipped**  
We will pass on some leading research and our experience of effective leadership, to ensure you remain at the forefront.

## It's easy and green

Heartstyles conducts most of its coaching over Zoom or Teams. It saves you time, it saves you money and it saves the environment. All of our coaches are experienced working virtually and know how best to facilitate learning remotely.



## Why you can trust us

Getting the very best out of leaders, and positively impacting the people around them in doing so, is something we are passionate about. And we happen to be very good at it too.

'The coaching experience provides you with the ability to create a more clearly defined development plan because you are able to further dissect areas of opportunity and strengths in order to address or amplify these respectfully. I personally experienced the greatest moments of self-awareness during my coaching conversations and these learnings have left a lasting positive impact on me; learnings that I draw on everyday in my work and personal life.'

Janet Joubran, CPO KFC Canada



### Expert coaches

All of our coaches are accredited and vastly experienced, often with a background in business leadership themselves. We have coached 1000's of leaders in over 60 countries and can offer coaching in multiple languages. You will have the same coach throughout the process, to ensure consistency.



### Strict code of practice

We take our duty of care very seriously and all of our coaches comply with a detailed coaching framework. This includes defining clear roles for the coach, the coached and the sponsor. We take client confidentiality very seriously at all times. Our code of conduct principles and agreement are available on request.



### Comprehensive process

Our in-depth process includes coach matching, extracting systematic insights and making recommendations based upon experience; it's not guesswork. We manage all tracking, quality assurance, feedback reports, and sponsor liaison on your behalf.



### Proven success

We have conducted impactful coaching across the Yum! brands, including KFC, Pizza Hut, and Taco Bell, as well as with countless business leaders and organizations across the world. And our clients frequently come back for more!



# What coaching looks like

If you're wondering what a Heartstyles leadership coaching series might look like, here is a live 6-session example. This process would take approximately 6 months – although we can adapt to your timescales.

<b>Heartstyles Indicator</b>	You will complete a Heartstyles Indicator in preparation for the coaching journey.
<b>Leadership coaching</b> <b>Sessions 1-2</b>	<p>You will be matched with a coach, expectations will be set, and coaching – rooted in the context of current challenges – begins.</p> <p>You will have a Heartstyles Indicator debrief session, to run through your results and help you better understand your character and its context in leadership.</p> <p>At this stage, you will be encouraged to communicate with your manager and ensure coaching outcomes are aligned.</p>
<b>Mini review</b> <b>Session 3</b>	Feedback and self-assessment processes are used to measure your progress, recalibrate priorities and tackle any persistent areas of concern. Meanwhile, new effective practices will be refined and reinforced.
<b>Leadership coaching</b> <b>Sessions 4-5</b>	<p>You will continue to work with your coach to reflect on your learnings and put them into practice during the working week.</p> <p>You can use your coach as a sounding board as new obstacles and challenges emerge.</p>
<b>Review</b> <b>Session 6</b>	<p>Guided by your coach, you will look back on your experience, mapping your progress and charting a course for continued development. You will be challenged to apply your learnings to whatever new challenges lie ahead.</p> <p>At this final stage you will be encouraged to review your progress, and the coaching program more generally, with your manager.</p>

This is just an example, all coaching journeys are designed on an individual basis and may comprise of 3, 6, 8, or 10 sessions. Typically, each coaching session will last 60, 75, or 90 minutes.





'I've found my coach to be quite an objective (but firm) partner to help me see things that I wouldn't normally see and mostly to connect the dots for myself.'

Anonymous

## Take the lead

If you feel leadership coaching could be right for you or your team, please do contact us.

We'd love to start a conversation about your requirements and the ways in which our character-first approach could help take your leadership to the next level.

Please contact your Regional Manager or Partnerships Director to get started.

[www.heartstyles.com](http://www.heartstyles.com)







Contact us at [enquiries@heartstyles.com](mailto:enquiries@heartstyles.com)

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