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The Beyond Bounds Leadership Programme

I'm Alison Reid, a leadership expert in the technology sector. Through the Beyond Bounds Leadership Programme, I coach leaders to play full out – authentic, courageous and purposeful as they lead change and innovation through others.

Who is the programme for?

This programme is designed for high-performing senior managers or directors in the technology sector, likely 15+ years into their career. They are facing a new leadership challenge - whether more responsibility, a new leadership role or a brief to lead a change agenda or corporate directive – and the increased demands are pushing them to their edge. They want to show up as a leader who is focussed and in command - holding the vision, leading effectively through others and driving business results.

What will the programme do for leaders?

The programme helps leaders to stand up for what they believe in, to rise above the noise, to step back to create space to think and create, and to reach out to others to make things happen, even when they don't have all the answers. It's about helping leaders make and sustain shifts in their whole way of being so they show up as the leaders they have the potential to be. Authentic and courageous.

What will the programme deliver for your business?

The work translates directly to the bottom line : a client I recently worked with stood by a \$9bn offer he created which others doubted would succeed, and his team delivered 3 months ahead of target. He credits this to having developed and embodied, through coaching, a stronger belief in his judgement.

How does the programme work?

I act as a **confidential thinking partner** over a period of 6 or 12 months dedicated to helping leaders achieve their professional goals and business objectives. The programme has 3 phases :

1. Alignment	2. Momentum	3. Sustain progress
<ul style="list-style-type: none">• Strategy session : embedding coaching in the business context• Coaching preparation• Coach-led 360• Outcome-setting, orientation & contracting	<ul style="list-style-type: none">• Virtual coaching sessions every 2 – 4 weeks• Experiment, learn & reflect inbetween sessions• Psychometric• Midpoint 3-way review (12 month programme only)	<ul style="list-style-type: none">• Review & evaluate progress• Final 3-way meeting• Action planning• Post-programme progress review after 4 months



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What does the programme look like?

Month 1

Strategy session We start by understanding the business context. What are the leader's vision, objectives, and challenges and what does that mean for where they need to build their leadership capability?

Coaching preparation Following the strategy session, the leader will do some homework to start to frame their objectives for coaching. They'll also receive a comprehensive coaching orientation pack with everything they need to make the most of their coaching engagement.

Coach-led 360 I'll talk to 6 stakeholders nominated by the leader, write a report collating the feedback and hold a call with the leader to discuss. We will integrate key themes into the coaching objectives.

Month 2

Outcome-setting | Orientation | Contracting We will have a half-day meeting including a 3-way meeting with the line manager to align on the leader's coaching objectives and agree outcomes and measures.

Starting our coaching We will schedule 1-hour virtual coaching sessions every 2-3 weeks (8 sessions for the 6 month programme and 15 sessions for the 12 month programme)

Months 2 – 5 (or Months 2 – 11 for the 12 month programme)

Psychometric I'll conduct a feedback session with the leader, either Hogan or MBTI Step 2

Continuing our coaching I will continue to meet virtually with the leader every 2 – 4 weeks

Month 6 (or Month 12 for the 12 month programme)

Review I'll have a session with the leader to review and evaluate progress against objectives, outcomes and measures and consider what that means for their development planning moving forward

Closing the programme We will have a final coaching meeting and a 3-way with the line manager.

4 months after the end of the programme

Post-programme review I will meet with the leader to discuss how the changes they are made are sticking and where they may need to refocus their attention.

What clients say about coaching with Alison...

"Coaching with Alison helped me take several important steps with confidence and exceed my business targets. This led to my promotion to Director within 9 months and an assignment to lead and build a new organisation."

"I feel established as a leader, accepted by the Board and generally more confident in my abilities. I'm regularly chosen to lead initiatives and offered other opportunities within the company."

"I now feel that there isn't a situation that's going to come up that I'm not going to be able to deal with."



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Profile : Alison Reid, Leadership Expert & Coach



I'm Alison Reid and I'm a leadership expert in the technology sector. I coach leaders to play full out – authentic, courageous and purposeful as they lead change and innovation through others.

After graduating from Oxford with a 2:1 in Modern History (not very modern – it started at 1066), my career encompassed the arts, accountancy and sales and marketing before specialising in coaching and leadership development over a decade ago. Over an 18-year period, I worked for some great organisations including Procter & Gamble, PriceWaterhouseCoopers & VSO.

Yet I came to realise that the only way I was going to find fulfilment was through being master of my fate and captain of my destiny.

Now running my own business, I particularly enjoy coaching leaders in the technology sector and have coached many executives at Cisco over the past 6 years and, in more recent times, at Juniper.

I really care about leadership, yet I know that the high achievers who can make such a difference in your organisation are dogged by self-doubt. My mission is to help my clients live up to their innate abilities – to be authentic and courageous leaders - and I love influencing them to take action that they wouldn't have taken otherwise.

Yet it's not just about action : I want to help my clients sustain lasting change and that means it's not all about the neck up. I use an approach called ontology, grounded in the latest neuroscience, which helps clients make and sustain shifts in their whole way of being so they show up as the leaders they have the potential to be.

This is so much more than "soft and fluffy" – it translates directly to the bottom line : a client I recently worked with stood by a \$9bn offer he created which others doubted would succeed, and his team delivered 3 months ahead of target. He credits this to having developed and embodied, through coaching, a stronger belief in his judgement.

In terms of credentials, I'm a certified Ontological Coach accredited with the ICF (International Coach Federation) and a certified practitioner of several psychometrics including MBTI and Hogan Assessments.

Want to know more?

To discuss coaching for you or leaders in your organisation, please email me, Alison Reid, at alison@beyondbounds.co.uk or call on 01306 500 054.