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GET TO KNOW
THE REAL YOU

COACHING TO
DEVELOP SELF
AWARENESS

E=QUALIISE

ADDING VALUE THROUGH PEOPLE

LOUISE FRAYNE

DIRECTOR, EQUALIISE



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LOUISE FRAYNE IS THE FOUNDING DIRECTOR OF EQUALIISE SPECIALISING IN SUPPORTING THE PRIVATE, PUBLIC SECTOR AND NOT-FOR-PROFIT SECTOR TO DELIVER HIGH QUALITY SERVICES BY ADDING VALUE THROUGH PEOPLE.

With over 20 years of extensive experience, working at a senior level in highly complex organisations Louise specialises in the delivery of high quality bespoke solutions to develop people to achieve more. She brings particular expertise in transformation programmes to build organisational resilience and anticipate external change – incorporating leadership development programmes for managers to lead change effectively; workshops and support for junior members of staff to believe they are empowered to be creative and innovative to influence change, and; coaching and mentoring for staff at all levels within the organisation. The initiatives Louise has introduced have seen her clients achieve Investor in People status, listings in The Sunday Times Top 100 Best Companies to Work for and the National Skills Agency Top 100 Employers of Apprenticeships.

Louise works continuously to develop a wide range of tools to provide interactive and engaging services relevant to: workplace mediation, coaching and mentoring; change management; employee engagement and cultural change; project management and team leadership; strategy development and organisational change; employer branding; recruitment and selection; workforce planning; employee relations; performance management, and; talent management and succession planning. She is an accredited leadership coach, trainer and workplace mediator as well as a licensed user of a range of psychometric tools and personality inventories including Hogan and MBTI.

Louise's approach draws heavily on her varied experience and she is passionate about supporting and encouraging individuals to develop their careers further and organisations to maximise their potential through their people. Louise's style is to develop an open and honest relationship where individuals and organisations feel challenged to think differently, have the opportunity to reflect and feel confident, motivated and committed to move forward and achieve their objectives.

Louise is also a Trustee of Deafkidz International which works to ensure every deaf child lives in a safe, caring and supportive environment, free from poverty, violence and exploitation.

ADDING VALUE THROUGH PEOPLE
HR + ORGANISATIONAL DEVELOPMENT CONSULTANTS



WE ARE NOT ALL BORN WITH SELF-AWARENESS AND EVEN IF WE ARE, WE CAN ALWAYS IMPROVE. BUT WHY IS SELF-AWARENESS SO IMPORTANT? FIRSTLY, IT HELPS US TO BUILD AND DEVELOP BETTER RELATIONSHIPS, BOTH AT WORK AND AT HOME, HELPING US TO LIVE A MORE FULFILLING LIFE.

Secondly, equipped with the knowledge of how we relate to others, means we can modify or adapt our behaviour so interactions are constructive and positive. We can then exercise better self-control, identify our areas for improvement, use our strengths to best effect and realise our hopes, dreams and aspirations.

Yet, it can be really hard to be objective about ourselves, and how others perceive us can be very different from our own reality. This can prevent us from getting that next promotion, winning that client, leading a high performing team, and so on.

There are a number of ways we improve our own self awareness, and one of the most successful strategies is coaching. Coaching is a confidential, one to one relationship which focuses on your agenda, and only your agenda. It's a great way to get the space to reflect on your goals, actions and reactions objectively.

As with all types of coaching, feedback, reflection and discussion is important. But feedback – even very accurate feedback – has little impact if it is nothing more than interesting information, unless it encourages you to change your perspective in quite a significant way. There are a number of ways you can gain valuable insights:

USING PSYCHOMETRIC TESTS

Psychometric tests are tools which are a great way to present you with an objective view of how you are perceived by others, including your communication style, behaviours, emotional intelligence, integrity and so on. We use two tools predominantly, the Myers Briggs Type Indicator, which focuses on your preferences and Hogan Leadership Suite which considers your motives, values and preferences and how these impact on your behaviour

including any unconscious bias. The reports are confidential to you, and are not shared with any other party without your express consent.

Both tools provide a wealth of information, and through coaching you would be encouraged to reflect, to better understand self, get a better insight into how others may perceive you and improve your performance in the workplace.

TRYING NEW EXPERIENCES

New experiences can, at first, seem challenging and may take you out of our comfort zone. Yet, by embracing change you can discover new things about yourself: how you react, how you respond etc, can all help you to better understand yourself. However, more often than not new experiences will simply not land in your lap, you will need to be proactive and find them. The process of looking, identifying and securing a new experience can be of enormous benefit in itself.

In your personal life this could include white water rafting, but in the workplace this could, for example, be a question of you asking if you can shadow a more senior colleague for a day. Through coaching you will be able to discuss how best to achieve this, how to network, how to develop the self confidence to push yourself forward and ask!

IT'S YOUR LIFE

Do you remember the TV programme 'This is Your Life'? Where a famous person would have their life read out to millions of viewers with their friends and family present. This is how you need to think when attending an interview for example. There is a big difference from presenting yourself on paper to actually meeting the panel in person.

As an experienced coach I carefully listen when a coachee talks to me about their life,

career, aspirations, fears and concerns. It's my job to hear so much more than just facts; I am listening for emotion, hesitation, doubt and so on, so I really get to know 'you'.

Through carefully managed discussion you will be, probably for the first time ever, granting yourself permission to really think about the impact of the way you were brought up, the influence of your friends and family on the decisions you have made so far. What types of emotion have you experienced along the way and how this has shaped you to become the person that you have become? It will also be an opportunity for you to explore limiting beliefs and how these are holding you back from realising your full potential.

KEEPING A REFLECTIVE DIARY

This may at first seem like a bit of a chore, yet it is actually time spent really well, even if you only do it for five minutes each day. Writing down how you feel, your thoughts, reactions etc, on a daily basis helps with emotional fluency. You can then reflect and better understand the range of emotions you have experienced, and what you have learnt as a consequence. This improves your self-awareness and can be used to great effect in coaching to really explore what stops you from achieving what you want to achieve, and to build positive experiences to bolster self-belief and confidence.

WHAT'S YOUR ROLE?

In all of our lives, we are different things to different people. Taking the time to think about who you are, the person you want to be and how you can realise this vision requires time, space and emotional energy. Yet, so many of us deny ourselves this opportunity.

In coaching, reflecting on your role and how you would like to be perceived by others can also help you understand your underlying motivation for achieving tasks and goals. It can also set out for you why you may have not made the progress you would have liked, and to put together a strategy to reach your goals and objectives.

IN THE LOOKING GLASS

As your coach, I would spend time with you reflecting back on what I have heard or observed using examples, feedback and analogies. This is a powerful experience and one which can really help drive you to reach your full potential. Through careful discussion about your reactions and behaviours you would be able to better understand what stops you from springing forward and reaching your dreams. This could be a change in direction, building better relationships with others, developing better self-awareness and setting out what you really want from your life to become happier and more fulfilled.

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“Louise is a great mentor, coach and advisor. She is really good at pushing you to think beyond your comfort zone and guiding you to think and find a potential solution to an issue. It has been an amazing experience to have someone like Louise willing to share all she knows and to give of her limited time and to offer me new perspectives.”

CALL 01733 271 359 TODAY

FOR A FREE EXPLORATORY CHEMISTRY SESSION TO DISCUSS
HOW WE CAN HELP YOU ACHIEVE YOUR FULL POTENTIAL
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CASE STUDY

HELEN WAS ORIGINALLY FROM NIGERIA, AND HAD SETTLED IN THE UK AFTER A PERIOD OF LIVING IN FRANCE WHERE SHE ORIGINALLY WENT TO STUDY, BUT AS HER FUNDS RAN OUT SHE FOUND IT NECESSARY TO SEEK EMPLOYMENT AS A NANNY.

Her time in France had not been a happy one and she came to the UK not knowing anyone and speaking very little English. She described to me her childhood, which was one of security, love and privilege. Her experience in France, she felt, had dented her self-confidence and her goal was to become more confident and assertive in the workplace. This was particularly important to her as she was starting a new role and she felt unsure of her line manager.

We talked about the reality for her including what made her feel unsure of her new line manager and what her options were. We also reflected on her limiting beliefs which may have had an impact on her confidence, and her ability to say 'no'.

Through carefully managed coaching discussions Helen was able to identify her options and select those which would move her closer to her goal of being more self-confident and manage difficult situations better. We rehearsed conversations with her new line manager, so Helen was able to speak with confidence and clearly identify what she wanted from the working relationship.

Helen found the sessions extremely helpful in terms of thinking about her concerns and how she could either better manage these or influence others to help her. She also found planning what she wanted to say in advance helpful, and this improved her confidence.

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