



Services

How we work

At Wilkes Coaching and Consulting, our process is based on a proven framework grounded in the science of human performance. We apply the Columbia University coaching model and combine this with deep real-world experience to create customized engagements for each client. Our sessions support the attainment of long-term development, career goals, and leadership goals.

Our coaches are there to teach, help, support, cheerlead, and challenge our clients to become the best version of themselves—the authentic, amazing, impactful person they were born to be.

Personal and Executive Coaching

What we do

- We are change agents working in concert with our clients.
- The client is the lead, defining the direction and identifying the desired changes. The coach is the partner in the dance, working with clients to dig deep and create new habits and lasting change.
- Whether your goal is accelerating your career, improving your work/life balance, transitioning to a new career, or succeeding in an expat situation, we are with you every step of the way to build a plan and support you in making the changes that will bring success and satisfaction.

How we do it

- Our coaching process is built on the Columbia University Coaching Framework and grounded in neuroscience and the science of human performance
- We start with a full assessment of the current situation, identifying what changes you desire and understanding the starting point.
- We expand our understanding through gathering data, insight, and feedback from those around you.
- We dive into your own values, beliefs, hopes, and fears.
- We believe that both thoughts and feelings are critical to understanding the root causes of beliefs and behaviors, so we use techniques that enable a holistic approach.
- We focus our coaching on creating an integrated plan for change:
 - o New habits
 - o New skills
 - o Approaches for reconciliation of damaged relationships
 - o Approaches for self-care to support you in being at your best
- Feedback is an important part of the process. Throughout the coaching engagement we will get feedback on your progress and adjust our plans as required.
- Typical engagements last 6-12 months with coaching sessions about every 2-4 weeks, both in person and remotely.

What are the benefits?

- Gain new insights into your strengths, your values, and your roadblocks.
- Develop new skills to support your success.
- Increase your confidence.
- Experience better alignment of your priorities and values with your work.
- Accelerate your results and achieve your career goals

Team coaching

What we do

- Our work focuses on approaches that we teach the team to build trust and psychological safety, which are proven, required elements for high performance in teams.
- We work both with the full team as well as individual team members to build capability and drive impact.
- We believe that intimacy—a deep understanding of who people are—builds trust, commitment, and effectiveness within teams. We help foster a culture that allows team members to open up and work with one another without fear.
- We create a team atmosphere that unlocks the strength of the diversity within the group. Teams experience how all voices—especially different or dissenting voices—need to be heard to enable excellence.
- We partner with teams to build their connections, thus maximizing the team’s impact and the individual’s sense of satisfaction and engagement.

How we do it

- We meet with teams in person or virtually, and we specialize in working with remote teams to enable high performance. Coaching sessions can be held as segments to existing team meetings or focused, full-day interventions.
- We create space for honest and transparent conversations.
- With the team’s collective insight, we build a deep understanding of the individuals who make up the team:
 - o Their values (through conversation and workshop exercises)
 - o Their thinking styles (using different assessment tools)
 - o Their passions
 - o Their hot buttons
- We establish team norms and ways of working that create a safe space for all team members to bring their best to the group without fear of judgement.
- By supporting and facilitating powerful conversations within the team, we help build the muscle to tackle difficult issues.
- We promote the creation of healthy rituals and routines for continuous improvement of team dynamics and individual growth.
- Engagements are typically 6-12 months in duration with team sessions every 4-6 weeks.

What are the benefits?

- Improve team effectiveness, driving impact and focus on the critical topics.
- Increase transparency within the team to enable better, faster decision making.
- Amplify engagement and personal capability as people take more risks and drive for more impact with the team.
- Hone individual capabilities, which can be leveraged with other teams in the future.

Consulting

What we do

- We believe the people who run a business and the brand know it best. That's why we truly partner with the teams and the experts on the "inside" of all our projects. We don't attempt to bring the answers to a business; instead, we work in tandem to co-create the best possible outcomes.
- We support clients through the entire duration of their projects, making sure they have the knowledge needed to execute the strategies we identified.
- We assess both business needs and organizational capability to support successful implementation of the strategic initiatives.
- Our capabilities include long-term strategic plans, annual business plans, turnaround plans, marketing plans, gap analysis, and brand strategies.

How we do it

- Partnering closely with your business, we first work to understand the current plans, ideas and strategy. We take pride in building on what already exists rather than starting with a blank piece of paper and losing important headway you have already gained.
- Integrate our deep expertise in global brands, global businesses, USA/Canadian retailer dynamics, Sales and Operations planning, media planning, and organizational models to create plans that are right for your business.
- Develop implementation plans that make sense and consider your organization's capability and capacity, increasing the probability of success for your business and your team
- Follow up with the team regularly to course-correct and acknowledge lessons learned, building new practices into ongoing project management.
- Projects are typically executed with a mix of in-person and remote workshops.

What are the benefits?

- Create focused, executable business and brand strategies to deliver your objectives
- Develop clear and simple communication plans and documents to drive understanding of strategic decisions and business priorities.
- Drive ownership and accountability in the team by co-creating team strategies.