

## Client Care Report – September 2014

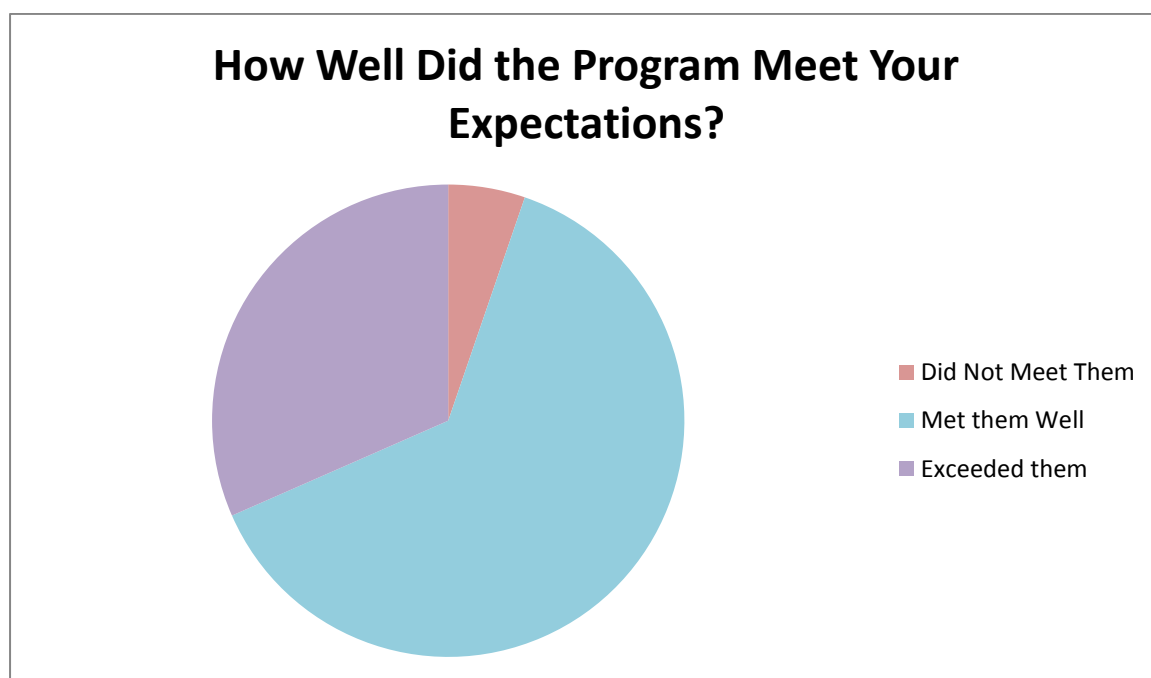
The majority of these interviews were carried out with the graduating class of 2014, and from that class we received responses from 76%.

### Positive Comments about the Program and Meyler Campbell

“It is really good value for money in the way that it equips you. Even if it cost 20k I would still recommend it.” – Michael J Butler

“One thing that I would say is really good about Meyler Campbell is Anne Scoular. The one on one contact you get with Anne, particularly the first conversation before you’ve even joined the course, is a real selling point.” – Michael J Butler

“I would definitely recommend the BCP to others. I very much liked the Business focus, I think it is an important distinction from competitive courses and I think it’s important that Meyler Campbell don’t lose this.” – John Ainley



As you can see from the pie chart above, when asked how well the program met their expectations there was an overwhelmingly positive response. Only one person said that it did not and that was in relation to the syllabus which will be discussed later.

### Reoccurring Issues

#### **Tutorials**

The length of the tutorials was mentioned several times as being a little too short. More often than not this was a general reference, as one coach said, “the tutorials should be 4 hours long for three people; that extra hour would have been very valuable” (**Michael J Butler**), and another agreed

saying that 3 hours felt very “rushed” meaning that the “tutorials felt superficial, they only opened the door to topics rather than giving (her) a good grounding into them” (**Heather Kleeman**). However this was also mentioned again in a much more specific way by **The Berkeley Partnership** who explained that they “have added an extra half an hour onto T2 as (they) feel that you need enough time for everyone to actually have a go at coaching, and that has certainly had significant payback.”

One coach also spoke a fair amount about syndicate dynamics. He pointed out that although he understood that a lot of work goes in to the chemistry of a group, unless you have a really strong reaction against someone then you are unlikely to reject the group at such an early stage. As a result he found that the people that he turned to within the course for support did not end up being from his syndicate and as a result he called for “a more formal mechanism to work across syndicates”. An example that he used was a group supervision session with Mary Watts which he described as “fantastic because you got to see the number of different approaches to coaching there were across the room – something that you wouldn’t see in your tutorial”. He said that though a session like this was voluntary, it would be good to have something similar to this, and more regular, through which coaches can work across their groups with other coaches (**Ian Dobson**).

Further references to syndicate chemistry came in relation to being in a group with mixed reasons for wanting to coach. One interviewee said “I actually had different agendas to the rest of the syndicate in terms of what I wanted to do with my coaching and it felt like we couldn’t cover both paths. If someone was looking to start coaching as a career I would warn them that you need to be proactive about filling in the gaps as the course only gives you a grounding.” Alternatively, another said, “it felt quite geared towards people who wanted to coach as a business, and it didn’t account for those who wanted to coach in-house.” Interestingly these two comments came from **Heather Kleeman** and **Michael Grisenthwaite** respectively, who were in the same syndicate.

There was also a great amount of discussion around the move to having syndicates of six. The general pattern showed that people who were in a group of three were against the idea, and those who had actually been in a six had positive things to say about it. For example, “I was in a group of 6 which made my learning experience much, much richer. There were more people to bounce ideas off of. Plus you have two tutors so your benefit is doubled” (**John Hornby**). There was however one negative comment about being in a 6, when one coach said “I think I would have preferred a smaller group, I would have been very happy with a 3 as unlike University I don’t feel like I’m learning that much from the others. I feel if there were fewer of us we could fit in some more teaching” (**Jonathan Skan**). It seems that the general opinion was that it is vital that new coaches receive a choice on their group size and are made fully aware of what kind of group they are going in to.

### **Course Content**

There were several suggestions made about the content of the course. One coach mentioned that in the Annual Lecture the speaker had emphasised that Cognitive Behavioural Therapy (CBT) is incredibly key to coaching and “that more emphasis on this in the tutorial would be very useful as so often you need to analyse the drive behind someone’s behaviour in coaching” (**Ian Dobson**). Another called for more attention to be paid to the psychometrics, saying that they “had a background in mBTI but not everyone does and (they) didn’t know much about FIRO-B so it definitely needed more unpacking. In fact (they) needed a one on one session to explain the implications of it further” (**Fiona**

**O'Reilly).**

The topic that came up most regularly, however, was the literature alongside the course. Although one client mentioned that “the literature (they) were provided with was a little dated” (**Chris McGoplin**), the main issue was in relation to the treatment of the reading during the syndicate meetings. One client said, “the reading was a bit shallow and I would have liked to have been given more guidance on how to dive in deeper” (**Ana Maria Urrutia**). Another commented on the way that the reading was summarised at the beginning of every session. He said that “it means that you can turn up without having done the reading, and I would like the teaching content to be a bit higher and a bit more rigorous taking it to the next level and offering new perspectives on it or even challenge my own perspectives” (**Jonathan Skan**). This was an issue that either did not bother people at all or really affected them, showing quite a disparity in the importance of the reading to the coaches. A suggested solution was to have a book club, “where those who were more keen on the reading could get together monthly to discuss a book either from the syllabus, or related to the field” (**Ana Maria Urrutia**).

### **Coaching and Supervision**

Several of the coaches interviewed mentioned that they felt a lack in the amount of supervision. One coach said that, though the coaching was observed at the end of the course, “I would think that with modern technology it would be great if we could be observed earlier on even if it was via a video link. The feedback I got from my observed coaching session was so valuable, but it would have been good to have received this earlier on” (**Hein Schreuder**). Another agreed, saying “I think that it would be highly beneficial to be able to tape your coaching sessions and have your tutor review them. You have a monitored coaching session at the end but until then you are just doing it on your own, which is incredibly reliant on the coach having a great deal of self-awareness. You do practice on one another, but it's a very different environment and dynamic” (**Stephanie Tidball**). Both of these coaches acknowledged that what they were asking would take extra time and money, but felt that nonetheless it was worth mentioning.

Further to this, there was a mention of the coaches perhaps receiving coaching themselves. One interviewee said that she would have enjoyed 1 private coaching session at the start, using the Meyler Campbell method, as she had never been coached before and this would have given her some good context (**Stephanie Tidball**). Another said that he would have enjoyed being the recipient of coaching all the way through the program saying, “we go to the tutorials and prove that WE can coach, but I think it would be beneficial if we were the recipients of coaching using the Meyler Campbell coaching style.” He added that the program forced him to do a lot of self-reflection, using the tools he learned to reflect on his own actions and behaviour, therefore being coached alongside the program would really complement the process (**Chris McGoplin**).

### **Moving Online**

There was a lot of discussion about the fact that Meyler Campbell does not have a large online presence. One coach said, “I found it exceptional that I had to manually fill out forms that could have been done online, it became very bureaucratic, and it took 2 hours out of my life that I would have rather spent doing something else. Meyler Campbell really needs to join the 21<sup>st</sup> century in terms of their documentation.” (**Alex Gordon Shute**) Others focussed more on the actual learning materials

for the course being online, the lack thereof was described by one coach as “frustrating” because “everything is on the web nowadays.” (**Chris Lynch**) Another interviewee who raised the topic spoke a bit more about the safety aspects concerning this saying, “It would be great if there was more online learning. Something like useful links to websites would be great, alongside making some of the course material electronic. I know that there might be a fear of Intellectual Property being lost, but there are several ways to overcome that, for example password protection as well as device authorisation” (**Anonymous**).

### **Events and CPD Calendar**

Several coaches said that this year’s calendar was a little light and perhaps not as exciting. One coach said, “I feel that this year hasn’t been as interesting as last year; the events were a lot more niche and so if you weren’t interested in those specific topics then it was harder to find ones that you wanted to attend” (**Katie Driver**), while another added “I feel that the CPD events were not as relevant this year, I found myself attracted to far less than the year before” (**John Ainley**). Furthermore, a lot of people called for more evening events to make them more accessible for people with day jobs as they “take up a large chunk of business time” (**Stephanie Tidball**).

When it came to discussing the actual events a few of the coaches mentioned that they felt there was a great variation in quality. The events were described as “ranging from fantastic to pretty average which made you sore for having lost your money, as the events are not cheap” (**Heather Kleeman**). Quite often the criticism revolved around the speaker; One coach said that “too many of the speakers were superficial giving a generic overview of the subject when generally most of the room already knew a lot about that topic” (**Heather Kleeman**), and another concurred saying that “sometimes it felt as if the speaker hadn’t been briefed well enough on what the community was expecting to take from the session. It just felt that some individual speakers needed their brief tightening up and not to go off piste quite as much” (**Fiona O’Reilly**).

Many of the coaches praised the fact that they got to see a range of coaching styles in the fishbowls, even if they completely disagreed with the style, because it gave them some context. However, one interviewee suggested “a sort of beginners fishbowl that was a bit more straightforward without any sort of angle” (**Chris Lynch**) and another said that while it is nice to see something different “it is important that we get to see Anne Coach at least once a year as she emulates the Meyler Campbell style” rather than seeing quite so many non-directive styles (**Ana Maria Urrutia**). This talking point was captured brilliantly in one interview by a coach who said “Anne told me that as a coach we are learning to make the perfect vanilla ice cream, and that the events show what coaching looks like but in different flavours. Sometimes I violently disagreed with the coaching styles that I witnessed, and I don’t think it was made clear that this was just a bit of context, and not a perfect example of coaching” (**Alex Gordon Shute**). Perhaps this concept needs to be made clearer so that people feel comfortable with the range of coaching styles that they witness in the fishbowls.

Lastly, I would just add that Psychology Distilled and Jon Stokes Coaching Fishbowl were praised repeatedly as the best events.