



case study

charity client



finding true north

tactical consultancy • personal coaching

wiltshire wildlife trusts finding true north

For the Wiltshire Wildlife Trust, first contact with Finding True North came when Director, Dr Gary Mantle decided to introduce business coaching. In particular, he wanted to nurture a culture where his directors and managers were more entrepreneurial and 'thought outside the box', using coaching as the primary leadership method. While researching funding and service providers, one of his colleagues was referred to Finding True North by Train to Gain.

Gary's briefing to Richard Hovey highlighted an awareness that different team members responded to soft-touch coaching with varying degrees of success. 'When we first met, Richard impressed me with how he immediately "got" the challenge. I also warmed to his personality and an assertive-yet-gentle style that I felt would work well with more-resistant managers.'

Between them, the pair agreed three half-day coaching sessions in mid-2009, with a month between each, so the delegates could practice their new skills. Each session combined stimulating 'ice-breaking' and learning exercises designed to be relevant to the Trust for maximum delegate engagement.

richard got delegates to recognise the validity of his teaching

'That was impressive,' continues Dr Mantle as he recalls Richard skilfully drawing all the delegates into the training and his use of experiential coaching training to teach coaching itself. Also noted was Richard's sensitivity to the different learning needs of attendees and his inspired use of an Insights Colour Energy exercise.

'If one episode captures the effectiveness of his approach it's that one,' says Dr Mantle. 'If he'd been purely theoretical, many attendees would have dismissed his ideas as bunkum. As it was, Richard cleverly got them to recognise the validity of his teaching for themselves.'



"When we first met, Richard impressed me with how he immediately "got" the challenge"

the training went well and I recognised the benefits afterwards

The training went well. 'Without a glitch,' says Dr Mantle, 'except for me failing to provide enough briefing time. That was my oversight and it's to Richard's credit that he did such a good job anyway.'

Since then, major reorganisation has radically changed the Trust's staff, structure and systems. It's change that, according to Dr Mantle, makes it hard to quantify the benefits, in terms of reduced time spent on day-to-day staff management and greater staff autonomy, that he recognised immediately after the training.

a long-lasting legacy at WWT

'One of the team worked with Richard on further Insights Discovery work and I've subsequently brought Finding True North back to coach two people – neither of whom attended the original course.'

Apart from the benefits that the attendees took away, another important legacy is the way coaching style and light-touch management are now written into the charity's new Strategic Plan. While outcomes such as these speak volumes about the Trust's belief in Richard Hovey, the ultimate endorsement comes in Gary Mantle's avowed willingness to recommend Finding True North to others in the future.

Devizes-based Wiltshire Wildlife Trust is the only organisation concerned with all aspects of the environment in Wiltshire. Since 1963, as one of the UK's most successful nature conservation charities, the Trust has created 37 wildlife havens, effectively lobbied government and dramatically reduced waste in Wiltshire.



about us

finding true north

tactical consultancy • personal coaching

We work with leaders of businesses and charities to help them to develop themselves, their staff and their business. We do this through coaching, consultancy, facilitation and training.

what some of our clients have said

I was able to achieve one of my key objectives, with the full cooperation of my colleagues and within the limited amount of time that we had set aside. Thank you very much indeed.

Paul Bailey, Finance Director, Open Doors UK

Richard Hovey has proven to be an excellent coach with a calm, realistic and practical approach to coaching, finding a balance between the requirements of a small company and academic knowledge acquired from his own work experiences and studies for his MBA.

Phil Hall, Managing Director, Troika Systems Ltd

I would recommend Richard for any coaching needs you may have - you may even only need one session to help you achieve this.

Val Huxley, CEO, Business Against Poverty

director and lead coach, Richard Hovey



Before taking up coaching and consultancy work full-time, Richard gained wide experience in business and the third sector, so he understands the issues that you face. He worked in the defence industries as a design engineer and then as a project leader; in the computer industry as a marketing manager; and in the advertising industry as a finance director. After work as a parish priest in the Church of England, and as a regional manager for a UK charity, he set up Finding True North. His employment experience included large businesses, such as GEC Marconi and Intel, as well as small firms and charities, and current clients also come from a range of business sectors. His coaching skills have been honed through 'manager as coach' line management, pastoral work, and independent coaching.

Richard holds a BSc in Electrical Engineering from Imperial College, London, a MBA from Cranfield School of Management, and is an ordained priest in the Church of England. He is a Chartered Engineer and a member of the Chartered Management Institute and the Institute of Consulting.

His interests include sailing and scuba diving, he is a trustee of several UK charities, and he is passionate about individuals, teams, and organisations becoming all that they can be.

the benefits for your business:

- enhanced personal effectiveness and decisions
 - better communication skills and relationships
- leading to improved*
- innovation, quality, and customer satisfaction
 - staff retention, and bottom line results

especially in:

- growing leadership and delegation skills
- problem solving, planning, and reviewing
- change management and team building
- developing and motivating key staff
- giving extra support for extra responsibility

what next?

Contact us for more information and to discuss your needs further.

to do new things we need to see in fresh ways

Richard Hovey and Associates Limited

mail: Hartham Park, Corsham, SN13 0RP **phone:** 01249 712446 **e-mail:** info@findingtruenorth.co.uk **web:** www.findingtruenorth.co.uk

Finding True North™ and Leader Accelerator™ are trading names of Richard Hovey and Associates Limited: a company registered in England and Wales, number 6403503 with registered offices at 65 St Mary Street, Chippenham, Wiltshire, SN15 3JF UK. AMDG. VAT number: GB 996 0587 62.