

leading accountancy firm takes leadership coaching into account

For Rachel Brotheridge, a directorship at Clear Vision Accountancy Group (CVAG) led to a challenging first year and awareness that she urgently needed to enhance her leadership skill set. It was a coaching programme with Finding True North that transformed her effectiveness and delivered the confidence needed to embrace further life changes.

Poor team support and self-imposed pressure to fulfil new responsibilities, in ways that didn't feel true to her management style, led Rachel and her managing director to decide on specialist coaching. Fortunately, a colleague mentioned Finding True North – and the Corsham-based business leadership firm's glowing references for personal development coaching to businesses, charities and individuals.

natural ability and massive experience

'What initially impressed,' explains Rachel 'was how Richard Hovey, Finding True North's lead consultant, combined such a natural coaching style, not pushy or "corporate", with a wealth of experience from his varied background.

'I needed more self-assurance, better presentation and delegation skills, and the ability to accept my own identity at work. Something was holding me back and limiting my effectiveness; CVAG needed me to perform better in a new role that took me way outside my comfort zone.'

"such a natural coaching style, not pushy or corporate" 

tailored coaching

With Finding True North appointed, Rachel and Richard agreed a tailored programme and shared six 90-minute coaching sessions over nine months, during which they worked through challenging issues and Rachel developed powerful confidence and effectiveness techniques.

'Richard quickly identified my unique working style and adapted his delivery to it. He brought out "the authentic me" and helped me apply my new skills and self-assurance at work. Every session left me inspired and aware of the value he shared. Two years on, I simply wouldn't be where I am – at work or in my personal life – without him.'

benefits for company and individual alike

Every day,' explains Rachel, 'I'm aware of the positive changes the coaching brought: greater confidence and assertiveness; improved time-management and the confidence to make presentations – I'm a different person. Probably the greatest test came when I decided on a major career and life-change, to leave my job, start a family and move to Cornwall. I'd never have taken that step without my new confidence. I'm sure it was there all the time, but Richard helped me find it.'

Though sad to lose Rachel, CVAG recognises the difference Finding True North made. Managing Director Rob Walsh says: 'We quickly saw huge positive changes in Rachel and a more assertive approach leading to greater effectiveness and a better-run business.'

we'd recommend finding true north

Rachel renewed her coaching contract with Finding True North to benefit from a further series of coaching. When asked if she'd recommend Finding True North, Rachel responds unhesitatingly: 'Absolutely. I've already mentioned them to a couple of clients. For anyone lacking confidence and facing a challenging new role, coaching from Finding True North will help you immeasurably.'

Clear Vision Accountancy Ltd is based in Corsham, Wiltshire, employs 13 people and services 150 clients across the UK.



finding true north

tactical consultancy • personal coaching

about us

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

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