



## what a difference a year makes

*As part of the Essential Money team for 13 years, Lisa Burke knew the business of financial services for dentists backwards. Despite this, she was uncomfortable with expectations that she take on a more formalised management role. Torn between her admin skills and her reluctance to be 'a manager', home and work life was increasingly stressful. Then, guided by Richard Hovey, lead coach at Finding True North, she experienced a remarkable transformation...*

Looking back, practice manager Lisa still reels from the impact of leadership coaching on her life. In a few weeks, 'I don't want to manage' became 'I want to be a good manager'. Her confidence rose, she overcame fears about delegating and worries about staff relationships, and reduced her reliance on business owner Thomas Dickson, for decision-making.

### gentle coaching

'Before we met Richard through another financial professional,' says Lisa, 'I think we'd all realised that something radical had to happen if I was to continue in my role – and rediscover a happy work life!'

Lisa started her coaching in March 2011. 'Although I'd never been coached before, I was open to its possibilities. From the start, meeting Richard was like being with a wise old friend. I liked the gentle approach that was "all about Lisa and Lisa's needs" – including my plans for business changes and improved decision-making. Richard also encouraged me to tell my team what was happening; their support really helped me.'

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### all change

'My Eureka! moment came three sessions in when I suddenly announced my heartfelt desire to be a great manager. Given what I'd always maintained, this was revelatory for us both. From then on, having affirmed my direction and new self belief, I embarked on being a manager with passion. From then on, instead of discussing whether I wanted to be a manager, we focused on what I had to do to be a good manager. I changed, but Richard was the catalyst.'

### benefits at work and home

Lisa continues: 'Work changed the moment I accepted that I was happy to be a manager. I delegate admin more confidently now, which frees me to manage and mentor my team. I've found confidence to make more decisions (and mistakes) too – backed by my manager, which has further fuelled my self-assurance. He and the rest of the team have seen the difference – and benefit from it. From someone who once dreaded the day ahead, I've become someone who can't wait to start work and play a new role in our business. Not surprisingly, I'm happier at home too!'

### 'amazing!'

'My journey's been helped because Thomas has also been coached by Richard; our shared experience reinforces the benefits as we work together. I'm enjoying my new-found confidence, but there's still a long way to go and I'd definitely consider more coaching. In the meantime, would I recommend Richard? Absolutely.' And the impact of his coaching on my life? Simply amazing!'

**Essential Money Ltd is a specialist financial adviser to dentists. Based in Birmingham, its 11-strong team services clients across the UK. Support of the Essential Money leadership team continues by telephone.**



## 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](mailto:info@findingtruenorth.co.uk) **web:** [www.findingtruenorth.co.uk](http://www.findingtruenorth.co.uk)

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