



# The High Growth Coach Case Study

**Name:** Sara Cottrell

**Position:** Business Coach and Consultant

Sara gained extensive experience in retail whilst working with Sainsbury's where she designed and facilitated leadership programmes aligned to organisational strategy. A career move to the RAC then gave Sara the chance to instigate improvements to their call centre customer services. Whilst with the RAC Sara also provided coaching support to senior managers and team leaders.

Sara has experience of running her own business and has been an independent Business Coach for 12 years, thus being able to draw on her past experiences to help start up businesses grow and develop.

Currently, Sara is co-director of a business development consultancy and supports organisations in the health care sector.

*"Having hands on experience is not enough for me," said Sara. "I recognised that if I wanted to develop myself further and ultimately provide a better quality service to my clients I needed to consolidate my skills, learn new tools and techniques and benchmark my skills and competencies against those of other coaches. The invitation to be part of a High Growth Coach Programme which was piloted in the UK was quite timely. I saw it as an ideal opportunity to carry on with my learning and discover new theories and thinking"* continued Sara.

The reflective element of the High Growth Coach Programme has not only encouraged Sara to continue with her own learning but also to identify how improvements can be implemented within her own business and within those she supports.

*"Ongoing professional development is paramount to maintaining and improving the level and quality of service I offer to my clients. The High Growth Coaching Programme permitted me to step away from my business and reflect on my own development. It also allowed me to network with other like-minded coaches, share ideas and update my understanding of current theories and practices. I now feel I can offer a fuller, more rounded proposition to my clients and have greater confidence in my own skills."*

**Sara Cottrell**