

## How VIP Leadership Dynamics supports a Coaching Culture to Boost Performance

In leadership terms, VIP relates to **Vision, Impact** and **Performance**. Our Leadership Dynamics activities are designed specifically to create a coaching culture; where every individual understands the importance of their contribution to turn the organisation's vision into reality, which boosts overall performance and helps to deliver a competitive edge.

### Making an Impact

Many organisations are now struggling to recruit, retain and engage talent to ensure long-term sustainability for future success, so making an impact is essential for modern leaders today. The VIP approach equips your leaders with the key skills to fully embed a coaching culture and increase levels of engagement and performance across the organisation to ensure sustainability. We support your leaders to develop successful strategies to enable them to lead in a way that has a major impact in a frequently challenging environment.

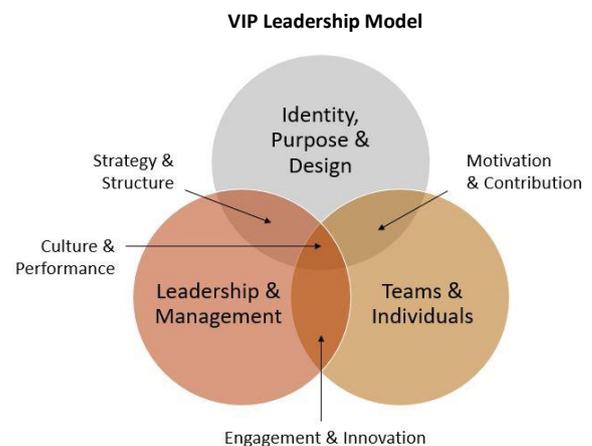
Effective leadership benefits everyone, the leader, their teams, employees and stakeholders, and, ultimately, the customer. By adopting a proactive style and understanding how to best meet individual needs, leaders create a productive working environment that has a positive impact on outcomes.

### The VIP Leadership Model

Through our workshops, we introduce you to the VIP Leadership Model to equip your leaders to deal with everyday challenges and set solid foundations for future growth.

By achieving the pivotal VIP Culture & Performance sweet spot, leaders can make a dynamic difference.

The aim of the model is to show how organisations can develop an effective leadership ethos by understanding the importance of harmonious working in three key zones:



- **Identity, Purpose & Design** relates to the brand values, vision and purpose of the organisation, and how the design ensures the whole is fit for purpose to be both effective and efficient
- **Leadership & Management** refers to the ability to value and inspire people, where management is about acknowledging individual needs, whilst ensuring team and individual contributions deliver towards performance objectives, and results are recognised and praised
- **Teams & Individuals** is all about balancing the relationship between leadership, teams and individuals, including team dynamics, effective communication, and embracing individual skills, needs and aspirations

### VIP Leadership Dynamics Workshops

Following research across a wide range of successful models, our activities focus on building dynamic leadership capability. The key focus of our workshops is to support the implementation of a coaching culture that significantly lifts your levels engagement and boosts performance through promoting:

- Collaboration and holistic approach
- Communication and influencing skills
- Mindset and personal impact
- Effective change management in times of transition
- Personal values and behaviours and how these impact on others

Working without effective leadership feels like being a passenger on a ship without a rudder.

### How to find out more

Contact us to find out how VIP Leadership Dynamics can unlock your leaders' potential to create a powerful coaching culture.