

# SARAH HICKLING

CAREER COACHING TO HELP BUSINESSES  
RETAIL AND NURTURE THEIR BEST PEOPLE

AVAILABLE FOR FIXED-TERM PROJECTS AND ONGOING RETAINERS



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# MY CAREER COACHING APPROACH

Whatever your reason for hiring me, my three steps when career coaching someone are the same.

Step 1: Assess their foundations for physical and mental well-being

If these needs aren't met, that person isn't going to perform. Someone being made redundant needs to assess their current foundations for well-being, and get to a healthy state before they can make good decisions about their next career move. The person underperforming in a new role could simply be neglecting their well-being due to the pressure of the new role. And for your rising stars, maintaining a solid foundation throughout their career will be essential for sustainable performance and progression. This is not the kind of thing people are usually comfortable discussing with their manager, and without the help of a coach, they may not be consciously aware of any problems they have in their area.

Step 2: Connect with what matters to them

Alignment between career choices and personal values is essential for sustainable performance without burnout. Whether someone is being made redundant, struggling in a new role, or planning their future career moves, their best chance of success lies in aligning the work they do with the biggest priorities in their life. As a coach I am trained to help people reconnect with what matters to them, then use this as their fuel.

Step 3: Bespoke Career Strategy

This can be a single coaching session or a series of sessions with self-led exercises to be completed in between. We can talk about this more during a no-obligation exploration call.



# HOW I CAN HELP YOUR PEOPLE WHILE YOUR ORGANISATION IS MAKING REDUNDANCIES

Supporting your soon-to-be-redundant staff to help them identify and make their next career move is part of your social responsibility but I want to make an additional case in favour of this work.

The staff who are staying with your company are watching how you treat those people who are being made redundant, and they are acutely aware that one day it may be them.

If it's a messy and stressful process, they may start looking for alternative work now, so they can leave on their own terms.

The staff that you retain may be less engaged, productive and loyal after their colleagues have been made redundant.

I can provide career coaching for the people marked for redundancy to turn this into a positive time of opportunity for them, helping them make their next career move an enjoyable, sustainable and rewarding one.

And that will build trust with the people you are keeping, leading to better performance, attendance and retention.

Book a call with me here for a no-obligation conversation about what you need, and I'll prepare a bespoke proposal.







# HOW I CAN HELP YOU IMPROVE THE PERFORMANCE OF EMPLOYEES IN NEW ROLES

You appointed that particular person to that particular role for very good, well-considered reasons, but now it's not working out.

This happens when:

1. An individual has great depth of experience and knowledge, and is excelling at their role, so they get promoted. But often the new role has new challenges and requirements this person hasn't experienced before and isn't prepared for. Now someone you once classed as an overachiever becomes an under-performer but you don't want to lose them.

2. After an expensive and time-consuming recruitment and selection process the lucky candidate arrives, but seems to be taking too long to settle in and reach the level of performance you expected. Helping them adjust to and perform in their new role, will be a much smarter investment than starting the recruitment process over again.

By hiring a career coach to help them you are:

● Demonstrating the value you place on them - which will help create the feeling of safety necessary for their growth and development.

And

● Giving them a safe person to explore the challenge with, so they can create their own strategy for success.

# HOW I CAN HELP YOU RETAIN AND NURTURE YOUR TOP TALENT

You've spotted a potential rising star.

Now what?

How do you nurture them to grow within your business to help them become the leader you know they have the potential to be?

How do you retain them as they go through significant life changes, as your organisation grows and develops, and as their own career progresses?

How do you know what's the next best move for them? And the one after that? And after that?

Talent Management isn't about moving your people around to where you want them like chess pieces on a board - it's a process they need to be bought into and engaged in.

I can work with you to create career strategies with your top talent, and/or I can work with you on a retainer basis to help manage your talent on an ongoing basis.



# ABOUT ME



Hi, I'm Sarah, and I'm a career coach helping organisations get the best performance from their workforce.

I worked for an international shoe brand for 11 years as a branch manager, then on their global merchandising team, then in Trading Communications, with team management integral to each of these roles.

After getting help from a careers coach, I found a role that was much better aligned with the things I cared about and the vision I had for my working life.

I became the Business Manager for an SME with a £0.5 million turnover that was in desperate need of a turnaround. Every metric was on the floor, and staff morale, customer satisfaction and supplier relationships were in bad shape too.

For 2.5 years I used my people management skills to change the trajectory of the company and enabled the employees to thrive, creating a better shopping experience and increased the margin to positive profits.

And then I left for a new challenge - to train as a career coach, so I could help people enjoy a more rewarding working life.

I've run a successful coaching business for more than 6 years, and during the Covid-pandemic I've helped more than 500 people through the transition of redundancy.

I'm available to work on fixed-term projects or longer-term retainer contracts, and as I work online, there are no location restrictions.



# HOW TO GET STARTED

Whether you have a specific project in mind, or you're simply eager to explore the ways I can help your organisation, the way to get started is the same.

Book a no-obligation consultation with me.

Beforehand I'll be in touch with a few questions to know more about your requirements, your budgets that will help me prepare for our call.

And then after our call, I'll get back to you with a bespoke proposal.

