

# LEADERSHIP MENTORING AND PERFORMANCE COACHING

Choosing the programme  
that's right for you.

# CHOOSING THE PROGRAMME THAT'S RIGHT FOR YOU.

## The Coaching Package

This is the programme for those looking to make large scale changes in one or two specific areas of their work or life.

You are probably considering engaging Ben as your coach because you are looking to improve areas such as your communications, your impact, your relationships, your business or your performance.

You may also be looking for some targeted support with a particular project that you are currently working on. You realise that you would get huge benefits from having an external perspective and someone who can really challenge your thinking in a direct, yet fully supportive style.

It's also likely that you are considering coaching because you're clear on what you should be doing, but for some reason you're struggling to fully commit. As a result you're not getting the results that you know you're capable of.

## The Transition Coaching Package

If you've just taken on a much bigger leadership role, or are about to, then this is the programme for you.

You are likely to be considering this programme because you sense that only some of what has made you successful up to this point in your career will serve you well going forward. You're looking for someone to help you make the shift from being a super-manager, to a truly inspiring, forward-facing leader. And just as importantly, you're determined to land-well in your new role and make a positive impact.

## The Performance Coaching and Leadership Mentoring Package

This is a 9-12 month transformational programme for leaders who want to take every aspect of their life to an entirely new level.

It is designed for those looking to make huge, game-changing shifts in multiple areas of their life, such as performance at work, health and fitness, along with their relationships in and out of work.

You are probably considering this programme because you are ambitious and driven. You've been successful in your career to date but there is still so much you want to achieve both in and out of work. You just need someone to support, guide and challenge you in equal measure.

# OVERVIEW

What's included	Coaching	Transition Coaching	Performance Coaching and Leadership Mentoring
1 hour introductory session and chemistry meeting	✓	✓	✓
1 hour long face to face sessions	5	7	15
1 hour long phone or video coaching sessions	✗	3	—
Phone support between sessions	Some 1x 20 min call between each session	Some 1x 20 min call between each session	✓ Unlimited, priority 1.
Email reminder series Tips, tools and just in time reminders spread over 66 days	✓	✓	✓
The Leadership Transition Toolkit	✗	✓	✓
The Personal Leadership: Ultimate Success System (PL:US) toolkit	— Limited access	— Limited access	✓ Full access
Strengthscope Assessment The full Strengthscope Profile with 360 Degree Feedback component	✗ Optional @ £405 <sup>1</sup>	✓ Included as standard	✓ Included as standard
Habit Formation Video Series and Learning Integration Plan	✗ Optional @ £49	✓ Included as standard	✓ Included as standard
The Investment	£3,000	£4,500	£9,905

All prices are exclusive of VAT at the prevailing rate and travel expenses.

1. This includes an additional 1 ½ hour coaching session and the full Strengthscope Profile

YOUR LEADERSHIP MENTOR AND PERFORMANCE COACH

# BEN MORTON

## About me

I'm a leadership mentor and performance coach with a unique background. As a former Captain in the British Army, I have led people in life or death situations.

My experience has taught me that leadership is both a great privilege and a great responsibility. Fundamentally, I believe that leadership is less about the tools and models and more about understanding what it truly means to be a leader.

For the past 10 years, I've had the privilege of working with senior leaders to help them lead their teams to great success. I have a track record of helping CEO's turn-around dysfunctional teams that they have inherited and moving executive teams from good to great.

The difference between me and other leadership mentors is my personal experience. I've lead teams on expeditions around the world and my experience spans from the battlefield to the boardroom.

I believe that great leaders take care of more than just what happens when they're at work. I help them to consider all aspects of life to strike the right balance and achieve peak performance, personally and in work.

I have published several books, including the multi-category Amazon best-seller

**Mission: Leadership – Lifting the Mask.**

## Working with me

I work with senior leaders and their teams to take every aspect of how they lead to an entirely new level. I also offer a 1-2-1 Performance Coaching programme for senior leaders.

If you're serious about being the best leader you can possibly be and taking every aspect of your personal and professional performance to an entirely different level, you can apply for one of only 5 Leadership Mentoring and Performance Coaching places available each year.

Get in touch to find out more and let this be the start of something great!

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ben@ben-morton.com

Ben Morton Leadership

@BenMortonLeadership

@BMLeadership



*“My sessions with Ben were insightful, encouraged me to think in new ways and challenged me on a number of levels, that when combined with the practical tools I'm using outside the sessions have had a very positive impact upon me as a person and leader. Ben's personal style is a key strength and as a coach, or in leading courses, this is a strength that makes people want to work with him.”*

**Phil Lander** - Head of B2B  
Samsung Europe

# DECIDING THAT I SHOULD BE YOUR COACH OR MENTOR

As with most good coaches I could share a dozen testimonials from really great clients to ensure that you have faith in coaching and mentoring, and working with me as your coach. But I want to do something different from quoting the latest Business Owner, Director or Manager from my client list.

Instead here are two simple invitations:

1. *If you want to speak directly with a recent client, I'll connect you so that you can hear their experiences first hand.*
2. *After that and before we do anything else, we will have a conversation to ensure that we both feel comfortable working together. I want to love working with you, I want to ensure that I can deliver the results you are seeking, and I want you to love working with me.*

If we're not right for each other, I'll do my best to recommend someone else who may be able to help you.



“

*My sessions with Ben were insightful, encouraged me to think in new ways and challenged me on a number of levels, that when combined with the practical tools I'm using outside the sessions have had a very positive impact upon me as a person and leader. Ben's personal style is a key strength and as a coach, or in leading courses, this is a strength that makes people want to work with him.”*

**Phil Lander, Head of B2B – Samsung Europe**

# PERFORMANCE COACHING



# WHY WORK WITH BEN AS YOUR COACH?

You are likely to be considering working with a coach because you want more success in one or more specific areas of your work or life. You may be seeking to improve your communications, your business, your income, your performance, a specific relationship or even your health.

Giving you the tools to do these specific things is quick and easy - helping you to make lasting changes is what provides the real value.

- Imagine you had all of the tools you think you need to be successful plus the plan and motivation to go away and implement them!
- What would that look and feel like?
- What would that do for your career and your wellbeing?
- What would that be worth?
- If this sounds like the type of support that you need, then my coaching programme will deliver the outcomes you're seeking.



“

*I would highly recommend Ben as a Coach. He has consistently helped me to unlock potential and overcome mental barriers. Ben listens well and challenges you to be really honest with your development. He has helped me to develop practical tools and techniques that I use in my everyday life to improve my performance.”*

**Mani Sihra – Energy Manager, Tesco PLC**

# WHAT DOES COACHING WITH BEN LOOK LIKE?

My favorite definition of coaching is 'a series of purposeful conversations that achieves a result and creates a lasting change in thinking.' To really add value these conversations must start with what you want to achieve, create or focus on.

As your coach it is not my job to be an expert in the thing that you want help with. In fact, most of the time I will not have the solutions to the challenges we are discussing. What I am an expert in however is enabling you to find the solutions to your challenges. And my experience tells me that we are always much more committed to delivering a plan that we have created ourselves, as opposed to one that someone else has handed us.

If I have done my job really well it is likely that you'll leave our sessions saying something like...

*"Come to think of it, I'm not really sure why I even had to ask you about it. The solution seems really obvious now."*

My coaching approach is also based upon a strong belief that I always want to provide huge value and be of the utmost service to you. As a result, my style tends to be a blend of both coaching and mentoring. If there is an experience, story or tool that I have, then I will readily share it with you if I believe it's in service of helping you to achieve your full potential.



*“ Ben is great at helping you find clarity in your thinking and seems to effortlessly understand where you're at and what you need. All I needed to do was to commit, and I did.”*

**Stephanie Walters – Coach & Owner of The Positive Element**



# HOW DOES IT WORK?

While I am delighted to coach you over the phone, most clients prefer a face-to-face element to the sessions and this is certainly my personal preference too. To provide extra flexibility I'm also comfortable with sessions taking place via Skype video calls – it's free, easy to access via computers and most smart phones, which means that you can choose where you are for the majority of your sessions.

We will agree and schedule all of the coaching sessions during our first meeting to ensure that we are able to build momentum and create the changes that you are looking for. Most people choose to work with me over a period of five hours to start with. This usually begins with a 2 hour kick-off session followed by a one hour session every four to six weeks. That said, I appreciate just how busy life is so I will always do my best to accommodate any last minute changes.

Ahead of each session I will contact you suggesting that you give some thought to the specific challenges that you would like us to focus on during the next session. If nothing comes to mind in advance, do not worry. Some of the most powerful sessions that my clients have experienced have been those when they walked into the room without knowing what they wanted to talk about!

The image displays two overlapping coaching planning tools. The background tool is titled "90 DAY PLANNING TOOL" and features sections for "Habits/Rituals/Practices to Install", "Stop doing list (Activities, tasks and behaviours)", "Start doing list", and "Continue doing list". Each section contains a numbered list (1, 2, 3) with dotted lines for text entry. The foreground tool is titled "90 DAY PLAN" and includes sections for "Top 3 Work Priorities:", "Leadership Focus:", and "#1 Personal Goal:", each with a numbered list (1, 2, 3) and dotted lines. To the right of these sections is a 5x3 grid of boxes, each labeled "W/C". At the bottom right of the foreground tool, there are three orange buttons labeled "Lead your values", "Plan your days", and "Be a leader". Both tools feature the "Bm BEN MORTON LEADERSHIP" logo in the top right corner and the website "ben-morton.com" in the bottom left corner.

*“ I found my coaching sessions with Ben insightful, challenging me to find solutions and providing straightforward suggestions that I have put into practice, gaining positive results.”*

**Kate Toher - People Manager, White Stuff**

# WHAT'S THE INVESTMENT?

One of my core beliefs is that business and leadership are fundamentally about people and relationships; as such we should make sure that we enjoy the journey. The best results I achieve are based upon strong, trusting and enjoyable working relationships.

When it is important to be formal I can be, but most of all I want you to look forward to speaking to me and be excited about our coaching sessions.

## What's the investment?

Face to Face Coaching	
Free introductory hour plus 5 additional one-hour sessions	£3,000
Telephone or Video Coaching	
Free introductory hour plus 5 additional one-hour sessions	£2,000

StrengthScope Feedback and Coaching (More details at: <a href="https://www.strengthscope.com">https://www.strengthscope.com</a> )	
1 x 1.5 hour session (always face to face)	£350
StrengthScope Individual Report	£35
360 Report	£55

### A little bit of small print

Whilst I'm not a small print kind of guy, I know that this stuff is important..

After our initial meeting you will receive a simple contract outlining how the process works and the commitments we both need to make in order to ensure success.

The only additional costs are VAT (at the prevailing rate) and travel expenses, which are always charged at cost.

The full investment is payable prior to the first session, with any travel expenses payable at the end of the programme (I'll give you a regular update though)

# TRANSITION COACHING

# WHY WORK WITH BEN AS YOUR LEADERSHIP TRANSITION COACH?

If you've just stepped into, or are about to step into your first senior leadership role then this is the programme for you.

It may be that you're suffering from an acute case of imposter-syndrome and worry that you're not going to be successful in this new role. Whilst you're excited about the new role, you have a slight fear that you may not be up to the job.

Perhaps you have a nagging feeling that something is going to hold you back. You're pretty clear on all the things that have made you successful up until this point in your career, but you're nervous that they won't guarantee success in the future.

You may be having a leadership identity crisis. Having read the books and heard about so many different approaches, you're now feeling overwhelmed and lost. With so many approaches to choose from, how do you now which is the right one?

Or perhaps you're just determined to make this new role a roaring success and want to work with an independent coach to guide you through this exciting, pivotal point in your career.

If any of these descriptions resonate with you, then you're in good company. These are amongst the most common fears and aspirations of many of the world's most successful leaders, they just don't talk about them in public!

It's common place for leaders stepping up into more senior roles to worry about at least two of these challenges, if not all of them.

If this is you, then you're in the right place and I'd love to help.



# WHAT DOES TRANSITION COACHING LOOK LIKE?

This is a structured programme designed to ensure that you land successfully in your new leadership role and establish productive, new habits from the outset. It provides you with a blend of coaching and mentoring; in other words I will help you solve some of the initial business challenges you will face, as well as sharing the tools, tactics and concepts to ensure you set-off on the right foot.

Whilst I will always be guided by your specific needs, here's a flavour of what the programme typically looks like.

- Success Factors – identifying the behaviours and habits that will ensure success in your new role and the ones that will hold you back.
- Power Pairings – identifying the new tasks & responsibilities that come with your new and the ones that you must delegate or stop altogether.
- Personal Boardroom – creating your personal support team to help your transition into the new role. Who do you need to build relationships with, what do you want from these people and how are you going to do it?

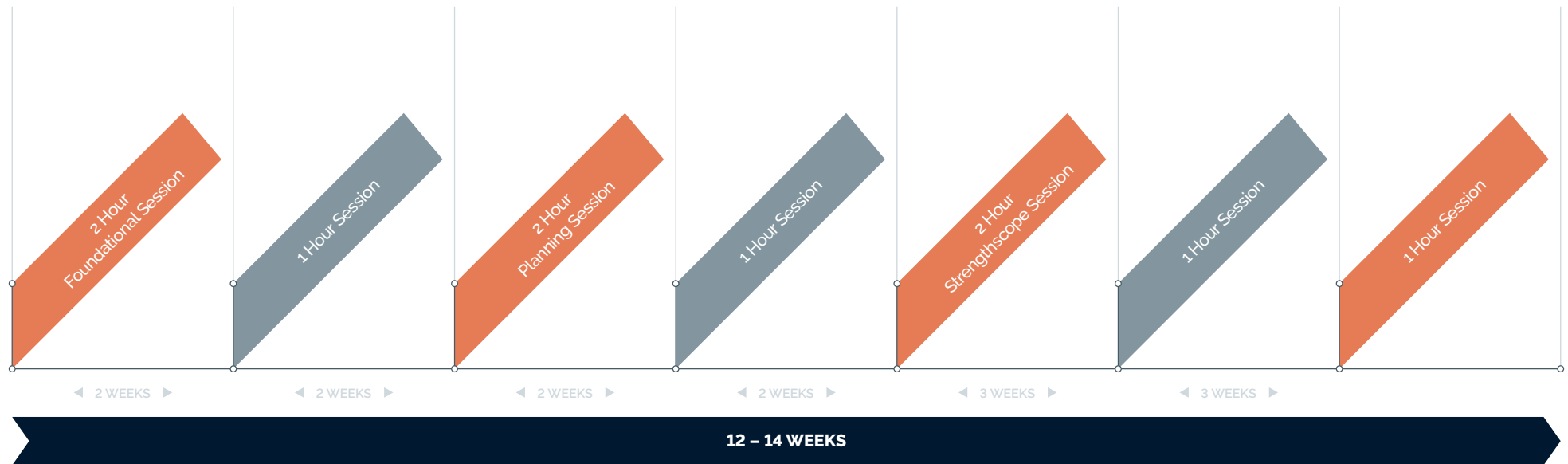
- Exploring Your Strengthscope Profile. This will provide you with a clear picture of your unique strengths and risks both in terms of what energises you and what will optimise your performance.
- New and Changing Relationships. Focussing on building excellent working relationships with your new boss, colleagues and former peers.
- Knowledge Gaps. Identifying your critical knowledge gaps developing a plan to rapidly close them.
- Planning. Creating your 30/60/90 day plans and embedding the 90 day planning cycle as a standard leadership practice.
- Coaching Support. Helping you to solve the work based challenges that you facing and capitalise on the opportunities you are presented with.



# HOW DOES IT WORK?

We typically begin with an intensive two-hour foundational session to help you prepare mentally for your new role and build a robust plan for your first 30 days.

After that we will have regularly video-conference and face-to face sessions over the next 12 weeks to maintain momentum, develop your leadership capability and future work plans.



## KEY:

■ FACE-TO-FACE SESSIONS

■ PHONE OR VIDEO-CALL SESSIONS

# PERFORMANCE COACHING AND LEADERSHIP MENTORING

# WHY WORK WITH BEN AS YOUR LEADERSHIP MENTOR?

My energy comes from helping leaders to become the very best, most authentic version of themselves. I believe that when we do this, we are able to build an incredible business or team, truly inspire those that we have the privilege to lead and live a world class life.

My work as a Performance Coach and Leadership Mentor is based upon a number of core beliefs about work, life and leadership:

- Success at work does not have to come at the expense of our health, family and social life.
- At it's most basic, leadership is about delivering results and looking after those we have the privilege and responsibility to lead.
- Business and leadership are fundamentally about people and relationships; we should make sure we enjoy the journey.
- The best leaders have an insatiable appetite for learning and growth.
- The way most people work, doesn't work.

If this sounds like a world that you'd like to operate in, and you share some of my beliefs, then this mentoring programme is for you.



“

*Ben brings his own experiences to the table, which is great - he brings a mixture of theory and personal experiences which again allows people to be honest and transparent. Sessions with Ben are fun, engaging, challenging - you always come away feeling as though you have moved on in a positive way, and with some theory that you can put into practice rather than stuff that can normally end up in the bin.”*

**Kerry Owens, Marketing Director – United Biscuits**

# WHAT DOES THE MENTORING PROGRAMME LOOK LIKE?

This is a programme for leaders who want to take every aspect of their life to a completely new level. I only open five leadership mentoring places each year to ensure that I can give a truly personal and transformational experience.

Here's what you get when you work with me one on one:

- 15 Hours of Performance Coaching and Leadership Mentoring over a period of 8-12 months.
- Step by step guidance and support to explore and implement the Personal Leadership: Ultimate Success (PL:US) System, a system that has enabled me to:
  - > Consistently get more done in a single day than most achieve in a week.
  - > Be fitter in body and mind than at any stage in my life so far.
  - > Treble the turnover of my business without sacrificing time with my family.
- The opportunity to deconstruct the routines, practices and habits that I personally use to run my business and live my life. We'll unpick these together so that you have the depth of knowledge to make them truly work for you as opposed to merely copying the practices of others.
- The tools, frameworks, worksheets and reminders required to create the changes that you desire and turn them into new habits.
- An intimate, one-to-one developmental programme accessing my skills as both a Performance Coach and Leadership Mentor. I'll openly share the learning from some of my biggest wins and greatest mistakes.
- Priority access to latest methodologies that I'm developing, insights from the books I'm reading and learning from the conferences that I'm attending (which I'd love for you to attend with me.)
- A world leading, strengths assessment profile and strengths based 360-feedback report.
- A personal mentor with over 20 years leadership experience who is constantly growing and learning so that they can improve their game. In other words, you get someone who is living what they preach whilst bringing you the latest and very best thinking that's out there.

Find out more details of the programme at Annex A

# HOW DOES IT WORK?

We typically begin with an intensive three-hour foundational session exploring the PL:US system and working on discovering your true leadership identity. Around two weeks later we will spend another 3 hours together to quickly build momentum and enable you to start making real changes. Beyond this we then meet six times for 1-1/2 hours; I recommend we do this every four to six weeks.

Ahead of each session I will contact you asking you to do some preparatory work based around the PL:US system and helping you to step into your own leadership identity. At the same time, I will also be encouraging you to think of any specific goals you have for each session.

Between our sessions you will receive a series of prompts and reminders to help you implement the ideas that we have worked on together. Whilst some of these reminders will be automated, I will always be available to respond personally to any questions you have, or provide the extra support you may require. In a similar vein, you will have my personal phone number and email so that you can contact me whenever you want (within reason!) for instant motivation and micro-coaching sessions.

Perhaps above all else though, the main benefit of working with me as your personal leadership mentor is just that. You get a much more personal, intimate and flexible experience than my coaching clients. If you want to meet over dinner in London, whilst walking in the Lake District or cycling 100km... that can probably all be arranged.

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*In 20 years in the field leadership I've never met anyone who models their leadership philosophy more clearly and congruently than Ben. The impact that he has on clients businesses, and his own is almost incalculable. The simple fact is though that our business has grown five-fold since he became part of it.*

**Richard Nugent, Managing Director - TwentyOne Leadership**



# ANNEX A – FURTHER DETAILS ABOUT

## THE MENTORING PROGRAMME

Some of my Leadership Mentoring clients like me to provide them with a very structured one-on-one programme, whilst others prefer a great deal of flexibility. I'm happy to take either approach... or a blend of the two.

Whichever approach we take, the information below will give you a taste of some of the key areas we'll focus on and what you can expect to get from our time working together. In addition to all this, you get my support as a coach with any other live challenges that you have.

### Leadership Identity

- Clarifying your core values in order to lead in a consistent manner that inspires those around you and enables you to confidently lead during times of uncertainty.
- Uncover your purpose or 'why' to truly understand what fuels your endeavours whilst becoming a more energised and resilient leader.

### Vision

- Create, test and refine a vision that has the power to guide and inspire both you and your team.

### Strengths-Based Leadership

Complete a Strengthscope Profile and 360 degree feedback profile in order to:

- Be able to lead from a position of strength and make best use of your significant seven strengths.
- Identify any allowable and/or limiting weaknesses and plan accordingly.
- Review and act upon the 360 feedback with very targeted coaching and mentoring support.

### State

Take a deep-dive into the huge gains that can be achieved through learning to become masters of our own state.

- Turbo-charge your focus, energy and productivity.
- Positively impact the state of those around you to increase collaboration, decrease conflict and improve the quality of decisions.
- Make simple changes to take your health and fitness to an entirely new level.

### Delegation and Letting Go

- Identifying the traits, behaviours and tasks that you must relinquish to ensure continued success.
- Delegate in an entirely new way that inspires those that you lead whilst increasing accountability and speed of action.

### Personal Effectiveness

- Build your blueprint for an incredible year at work and home.
- Apply the tactics of the world's most successful people in a format and style that works for you.
- Explore the full range of Ben's planning tools to become much more productive and live your life "on purpose", saying yes and no to the right things.

Live your values

Plan your days

**Be a leader.**