

COACHING FOR CARE

A DEDICATED COACHING NETWORK
FOR SUFFOLK'S CARE PROVIDERS.



Providing health and care
workers with affordable
access to high-quality
coaching



WHAT IS COACHING?

Coaching is a supportive development process that helps people unlock their potential and achieve their goals. It typically involves a one-on-one relationship between a coach and a client (sometimes called a coachee). The coach acts as a guide and facilitator, not a teacher or an expert.

Here are some key aspects of coaching:

Client-centered: The focus is on the client's goals, needs, and desired outcomes. The coach doesn't tell the client what to do, but rather helps them discover their own solutions.

Empowering: Coaching is about building the client's self-awareness and confidence so they can take ownership of their development and progress.

Goal-oriented: Coaching is often used to help people achieve specific goals, whether personal or professional.

Supportive: The Coach helps an individual to develop a plan and supports them as they implement it.



WHAT ARE THE BENEFITS OF COACHING?

- **Improved performance:** Coaching can help you identify areas where you can improve and develop a plan to achieve your goals. This can lead to better performance in your current role and help prepare you for the future.
- **Increased skill development:** A coach can help you identify the skills you need to develop in order to be successful in your role. They can then provide you with resources and support to help develop those skills.
- **Enhanced career development:** Coaching can help you think about your long-term career goals and develop a plan to achieve them. This can help you feel more motivated and engaged in your work.
- **Improved communication:** Coaching can help to improve your communication skills, both with colleagues and with managers. This can lead to better teamwork and collaboration.
- **Increased confidence:** Coaching can help to develop a growth mindset and help you to believe in your ability to succeed. This can lead to increased confidence and motivation.

What is Coaching for Care?

Coaching for Care is a dedicated coaching network for Suffolk's care providers. Facilitated by Care Development East and working in partnership with experienced professional Coaches, this valuable support can help you to grow and develop in your role. You will work with your Coach to develop a coaching plan that is tailored to your individual needs, and this would typically include a series of one-on-one coaching sessions.

What are the costs?

The Coaching for Care Package has been subsidised to make the offer affordable and accessible for all health and care providers. You will receive a 30 minute online 'getting to know you' session followed by 4 x 60 minute coaching sessions. The value of this package is £450 but the cost to your employer is a 25% contribution of £112.50 which makes this a great way to access the benefits of professional coaching. Group coaching will also be available and if this is of interest please contact us via email.

Who are the Coaches?

All the Coaches operating within the network are highly experienced professionals. All are linked to accredited bodies to ensure that the service they provide is of the highest quality. You can find out more about our coaches from their profiles.

How do I get involved?

It's easy to participate in the network. Simply contact us via michaela@caredevelopmenteast.co.uk indicating which of our coaches you would like to have an initial conversation with and we will make the necessary arrangements for you.

Once you have had the opportunity to meet with them, we will then work with yourself and the coach to start you on the programme.

MEET OUR COACHES



Jackie Clifford

With over 30 years of experience in HR and Learning and Development, **Jackie** has had the privilege of working across diverse sectors and organisations. Her expertise lies in listening deeply, reflecting thoughtfully, and sharing insights that empower my clients to gain fresh perspectives on their challenges.

Jackie's true passion is helping others learn and grow. As the co-author of one of the first books on coaching in organisations, she understands the transformative impact coaching can have—not only on individual coachees but also on their teams and entire organisations. When you work with Jackie, YOU will be at the heart of the sessions, ensuring that you have the space to reflect and explore your situations without distractions. Whether you're seeking to enhance your leadership skills, improve team dynamics, or navigate complex challenges in the care sector, Jackie is here to support you every step of the way.



Dan Cocksedge

Dan has grown many training functions starting his career working at Buckingham Palace for Royal Collection Enterprises. Until recently he worked for a local company where he integrated both performance related and personal development learning through bespoke qualifications and assessment.

As well as designing qualifications, he enjoys delivering active courses, coaching to improve performance, and generally watching people develop. 'I have a very interactive approach to learning, and I like to ensure that my training sessions are engaging, interactive and fun – no matter what the subject is'.

MEET OUR COACHES



Christine Laverock

Christine is a very experienced Leadership Coach and has worked with care providers for many years. She works with individuals and teams, helping them to become more effective, overcome obstacles and achieve their potential. Her coaching can also develop key skills to enable effective communication, conflict resolution, decision-making and emotional intelligence.

As an outsider to your organisation, and whose judgement, professionalism and confidentiality you can trust, Christine brings wisdom and insight to help resolve the most difficult of challenges. Her approach is to be supportive, thoughtful, show empathy and be a good listener. Following a period of coaching, you can expect to improve your own and your team's effectiveness in delivering high quality care.



Jenny Labbett

Jenny is a trainer, facilitator and coach, with a background firmly rooted in the charity sector (working for Citizens Advice), the public sector (working as a project manager in a number of local education authorities in London) and the private sector (as a self-employed IT consultant). She started her coaching practice in 2009, and has clients throughout the health and social care sector. Jenny lives near Woodbridge in Suffolk.

Jenny is privileged to work with people who wish to make changes in their lives. The value of coaching is that it gives people the opportunity to think, feel and do things differently. There can be some 'quick wins', and also the potential to make changes which are sustainable in the longer term. Jenny has a particular interest in supporting women to overcome the personal and professional challenges they often face in the workplace.

MEET OUR COACHES



Catherine O'Brien

Catherine has worked in health and social care for forty years, as a practitioner, manager and educator. She has experience of working in hospital and community settings, within the NHS, local authority and the charitable sector. In her role as an educator, she managed and contributed to the delivery of learning and development programmes for staff at level 2- 5 and was the lead trainer and assessor for registered manager programmes. Catherine worked for 12 years as the manager of a care service providing residential, extra care and day services, leaving in February 2024 to join St Elizabeth Hospice as the education team lead. Working with in patient, community and social care services to support learning and development for those working with individuals with life limiting conditions, palliative and end of life care. Catherine has a particular interest in dementia care and she is a member of the Woodbridge dementia project, raising awareness and offering support to those living with dementia in the local community.

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