

**EXECUTIVE & PERSONAL
DEVELOPMENT COACHING**

**FOR PR & COMMS
PROFESSIONALS**



**GILL MUNRO
COACHING**

ABOUT ME

I believe that coaching can make a huge difference to an individual's effectiveness, self-awareness, confidence and wellbeing at work.

My 20 year career in PR and Comms, working for household names both in-house and agency-side, and handling high profile crises at the BBC, means I know the challenges of a PR career very well.

COACHING USING CURIOSITY, NON-JUDGEMENT & PARTNERING TO DEVELOP TALENT

I have experience of coaching people at all stages of their career. I want the service I offer to be as ambitious and high calibre as my clients are.

During my career I was provided with skills training many times, but coaching was reserved only for the Executive teams. Coaching people at every level is the way forward to ensure that staff can have resilience, confidence and a self-assuredness that benefits them and their employer.

I undertake regular coaching supervision and am accredited by the Institute of Leadership and Management.



SERVING CLIENTS FROM



WHO I COACH

ONE-TO-ONE COACHING

Coaching is for everyone, regardless of age or level of experience.

For leaders, new or established, you might be:

- Trying to negotiate the transition into leadership
- Thinking through a strategic decision or a business challenge
- Worrying burnout looms
- Thinking about how you're coming across and how you could develop
- Feeling overwhelmed by the needs of your team

If you're more junior, you might be:

- seeking promotion and trying to develop the attributes and self-awareness you'll need to get there
- working on your confidence to lead more in meetings or deal with situations you find challenging
- struggling to deal with difficult people or manage up
- feeling excessive worry or anxiety, or a lack of motivation, that you don't want

OBJECTIVITY,
EXPERIENCE &
CHALLENGING
QUESTIONS



TEAM & GROUP COACHING

For when you need a supportive and creative coach and facilitator to help you to:

- Develop a resilient mindset for busy PR & Comms Pro's
- Debrief and reset after the adrenalin high of a PR crisis
- Embed cultural or organisational change
- Look after team well being and avoid burnout

WHAT CLIENTS SAY

"A succession of challenges at work were triggering habitual ways of reacting that were unhelpful and made me feel negative towards my career. Gill's superb coaching encouraged me to confront the bad habits I'd developed. Week by week another layer of the onion was peeled away as practical ways to embed new, more positive behaviours were explored and rehearsed. The sessions had a transformative effect on how I approach my job and interact with colleagues. I now feel more energised, confident and proud of the work I do. Thank you Gill for your prompts, insights and words of wisdom."

Angela, Head of Communications

GUIDANCE, INSPIRATION & COLLABORATION

"Around 200 of the businesses we've had working with our students have benefitted from Gill's strategic advice. Her mentorship and coaching of our students on our Diploma course has always had overwhelmingly good feedback. Her skill is in making the complex things seem simple and helping those she works with get a clear understanding of where they should concentrate their efforts and how they can get the best results."

Nikki Cochrane, Co-Founder, Digital Mums



"Gill is a naturally intuitive coach. Some people have the ability to just 'get' you and Gill is one of those special coaches. Not only is she an amazing listener but she is able to dig deep into what matters to you, and why, without you ever feeling judged. She creates an amazing safe space where you can really get clarity on who you are and what you want. One of the most powerful things about working with Gill is her ability to break down something that feels complicated into achievable steps. She has really helped me raise my belief in myself."

Rachel, Business Owner

RATES (2024)

Leadership & Personal Development Coaching

One-to-one (delivered remotely)

Six Session Programme - £1795 (2070EUR)

12 Session Programme - £3495 (4030EUR)

Single Deep Dive - £195 (225EUR)

Team & Group Coaching

Proposal will be delivered following a briefing from you on your team's requirements and your budget.

Bespoke and off-the-shelf options are available to suit budgets of all sizes.

In person and remote sessions are available.



Talking about the importance of mindset during a PR crisis
at the PR Week Crisis Communications Conference

FAQS

How do you work?

I deliver my work both in person in and online. Typically 1-1 coaching is online as that is most time efficient for everyone and keeps the cost down.

Group work can be online or in-person, both work well and can suit hybrid and multi-sited teams.

What issues can you help with?

Issues I commonly help with include: personal development, self-awareness, imposter syndrome, people-pleasing, procrastination, anxiety, stress, frustration, cynicism, confidence, perfectionism, burnout, being 'always-on', difficult conversations, dealing with 'big personalities', managing up, managing down, finding more time.

How long should coaching last for?

My guidance is generally this:

- Personal or career development: from six to twelve weeks working one to one can dramatically move the needle.
- One-off sessions are good to prepare for a specific event, or give team members insight and kickstart areas they can seek to develop.
- One-off workshops are great for away-days or to run in your regular team training slot.
- Monthly group coaching drop-ins are for when you want year round support for the team to get out of their own way rather than come to you for reassurance all the time.



QUESTIONING THE COST?

The value coaching creates is worth more than the cost.

Consider the following questions as you evaluate making this investment.

- What are the effects on your employee(s) and business due to the issues they are experiencing?
- Have you, or they, succeeded in fixing them without outside help?
- What could be possible if you did not have to deal with those issues anymore?
- How will you feel when the issues feel lighter, or no longer bother you at all?
- Aside from the recipient(s) of the coaching, who else will benefit from this investment?

LET'S TALK

Book a time in my calendar here:

<https://tidycal.com/gillmunrocoaching>

Or you can contact me:

- gill@gillmunrocoaching.co.uk
- gillmunrocoaching.co.uk

Connect with me on LinkedIn

<https://www.linkedin.com/in/gill-munro/>



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