

## Case Study

### Second Step Coaching/Mentoring for Strategy and New Business Manager



SecondStep is an Industrial and Provident Society with charitable aims. Working across Bristol, North Somerset, South Gloucestershire and Bath and North East Somerset, it is one of the lead providers of mental health, homelessness and complex needs services. SecondStep is working with around 550 people at any one time, and has expanded considerably in the last few years. The Strategy and New Business Manager (Colette) has an unusual role in the organisation, with responsibilities including responding to tender opportunities, seeking out new business and working with the Chief Executive and senior management to develop SecondStep. Colette was seeking a volunteer coach/mentor to help her develop her expertise in growing the organisation.

The Cranfield Trust was able to put Colette in touch with volunteer Gill Lyon, and as the project progressed she reported:

"Gill uses a range of approaches to both encourage me to reflect on personal qualities and abilities and also to use tools to develop my work practice and personal / professional skills. To summarise I can say it is a very interesting and enjoyable process and the approach Gill is taking is proving both supportive and challenging which I believe is ideal at this stage!"

Gill also felt that the support she provided to Colette in her new role was proving to be extremely valuable, commenting:

"I believe I've helped the client to raise her own self awareness; to build her confidence; to recognise her talents and skills and how she can use this in her current and any future roles that she would like to undertake. I've provided the opportunity for the client to reflect on what she does, how she does it and what she might want to do differently. Together we have spent time focusing on what she wants to do and set goals that she can realistically work towards. I was able to fit sessions in around my busy work schedule and the client and I have built up a very good relationship which I value enormously."

In summing up her experiences of working with a Cranfield Trust volunteer, Colette stated:

"The volunteer provided an objective sounding board for me, offering both time to reflect on work and to set goals and action planning. She has supported me through a period of transition at work (which wasn't known about at the start of the project) and she has provided a solution for our organisation in terms of learning and support opportunities for my 'stand alone' post.

I can't recommend Gill or the coaching/mentoring opportunity highly enough."