

# Preparing for your coaching session

Date

Name

Organisation



Authenticity.  
Growth.  
Leadership.

# Pre-session prompts

On the following pages you will find a series of prompts to help you come prepared for your coaching session.

## **1.** A personal narrative planner.

During the session, your coach will ask you some of these questions, or similar ones, to understand what you care about and why you do what you do.

## **2.** Your purpose.

This is another way to help you think about why you do what you do and the positive impact your work has on the immediate and the broader environment.

## **3.** A message planner.

This is to help you map out a specific piece of communication. Your coach may ask you to come prepared to talk about a specific topic.

## **4.** The AGL authentic communication and impact scale.

This is designed to help your coach really focus the time you spend together so you achieve maximum benefit.

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# Personal narrative

A key element of authentic and effective communication is about making an emotional connection with your content and with your audience. To do this, compelling communicators often draw on their personal narrative – the story that makes sense of their life and that shows how they see the world. To help with this, please reflect on the questions below before your session.

## You

1. If I asked your colleagues to describe you, what would they say?
2. If I asked the same question to your closest friends/family, what would they say?
3. When do you feel you are at your best?
4. What choices in your life got you to where you are today?

## Your role

1. Tell us about something that's had a profound effect on the way you do your job.
2. When you're having a tough day, what aspect of your work re-energises you?
3. If you could do someone else's job for a week, what would you do?
4. Ultimately, what difference do you want to make?

## Your organisation

1. What makes you proud about your organisation?
2. What's the best thing you've done this year? And what about your team?
3. What does your work mean to you, and why do you think it's important?
4. What are your hopes and what excites you about the future of your organisation?

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# Purpose

In simple terms, why does your work matter? Think about you, your team, the firm, your clients, and the world.

You	
Your team	
Your company	
Your clients	
The industry	

What difference does good communication make in your role?

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# Message Planner

Who is the audience? Why are you talking to them?

What do you want them to think, feel and do as a result of your communication?

Think:	Feel:	Do:
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What is your headline?

What 3 key things are you going to say? Try to bring in aspects of your personal narrative, and consider using a story or compelling image.

Key message 1	Proof point or story
Key message 2	
Key message 3	

What is your parting thought?

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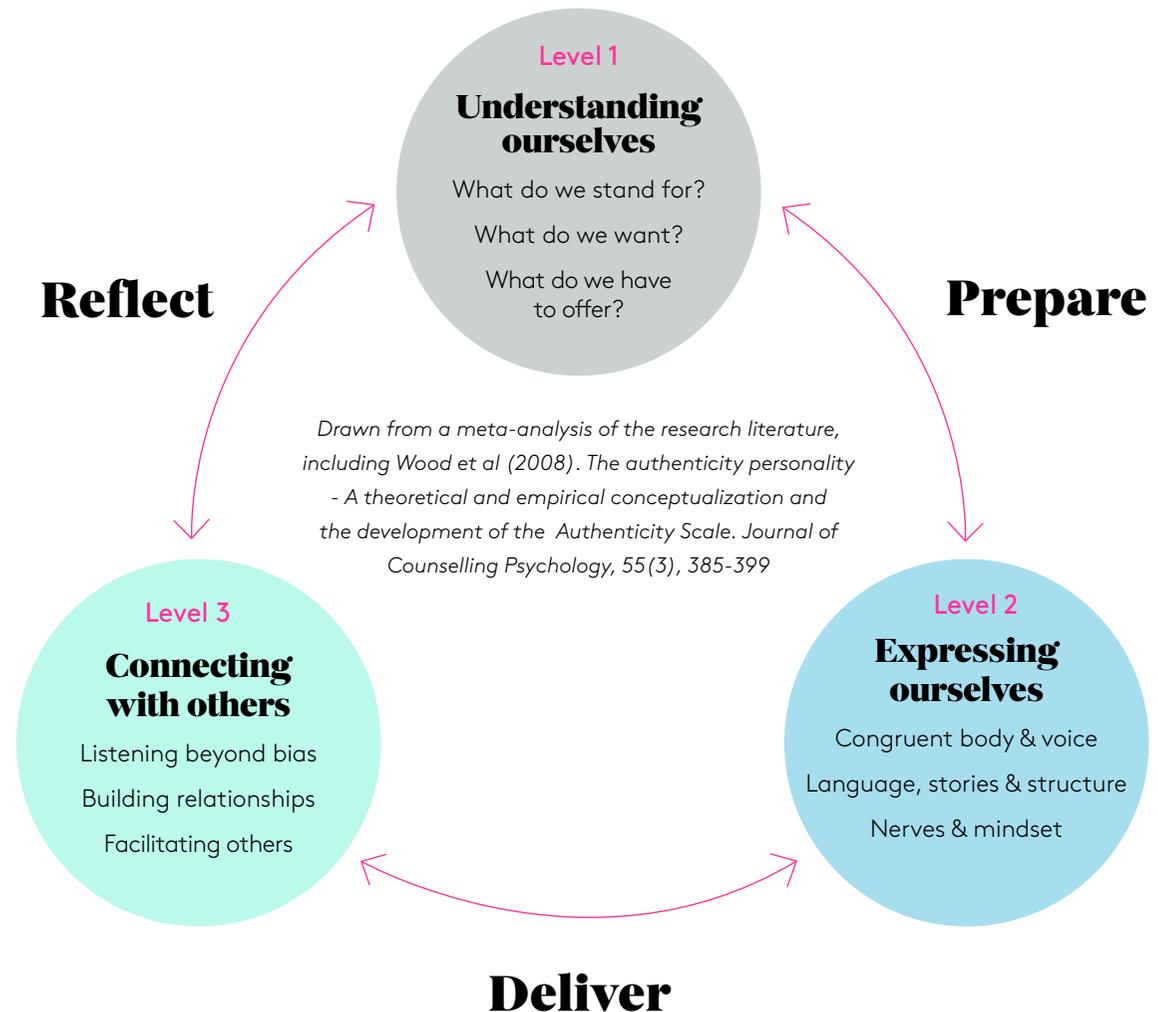
# The AGL Authentic communication and impact scale

In collaboration with psychologists at Kings College, London, we have developed the The AGL authentic communication & impact scale.

This is designed to help you reflect on how you feel about each of the levels represented in our authenticity model – the framework that guides all aspects of our coaching work. These levels, when activated, form a virtuous cycle in which each element enhances all the others, leading to communication that is anchored in a strong sense of self and that enables us to really connect with others.

Please spend a few minutes completing the questionnaire and reflecting on your coaching goals in order to help your coach focus your time together to maximum benefit.

The AGL authenticity model



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# Self-efficacy and your coaching goals

Self-efficacy is a key concept in psychology, drawn from the work of Albert Bandura and others. It refers to how well we judge ourselves to be able to achieve certain goals. This directly impacts our motivation and, indirectly, our performance.

Level 1  
**Understanding ourselves**  
What do we stand for?  
What do we want?  
What do we have to offer?

Please read the following statements and select how true you feel each one is to you and your communication, where 0 = 'Not at all true of me' and 10 = 'Very true of me'.

Self-efficacy	Not at all true of me										Very true of me									
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
1. I enjoy communicating with others	<input type="radio"/>																			
2. I feel comfortable speaking in front of a group	<input type="radio"/>																			
3. I'm confident expressing myself in a range of settings	<input type="radio"/>																			

## Your coaching goals

Use the space below to jot down the results of your initial brainstorm, ready to discuss with your coach

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# Self-awareness

Self-awareness is fundamental to authenticity and, according to the work of Daniel Goleman, our emotional intelligence. It is about how well we understand our inner states, our goals, our values – and how we want turn up in the outside world.

Level 1  
**Understanding ourselves**  
What do we stand for?  
What do we want?  
What do we have to offer?

	Not at all true of me					Very true of me				
	1	2	3	4	5	6	7	8	9	10
<b>Self-awareness</b>										
1. I'm aware when I've communicated well, and when I haven't	<input type="radio"/>									
2. I take time to plan and prepare for important communication	<input type="radio"/>									
3. When I haven't communicated well, I understand what I need to do differently next time	<input type="radio"/>									
<b>Beliefs, values and purpose:</b>										
1. I feel understood as the real me at work	<input type="radio"/>									
2. I can articulate how my own beliefs correspond with my organisation's vision or mission	<input type="radio"/>									
3. I'm clear about my purpose at work and can express it with conviction	<input type="radio"/>									

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# Self-expression



This level is about our ability to express ourselves in a way that is congruent with what we really mean and how we want to come across. It is about how we use words and stories as well as our voices and our physicality. The greater our self-awareness, the greater our self-expression. Crucially, though, self-expression also teaches us about ourselves. As Stephen Fry once said, "How can I know what I think until I've heard myself say it?"

Expressing ourselves. To what extent would a colleague, manager or client agree that:	Not at all true of me										Very true of me									
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
1. You use plain, human language rather than technical jargon	<input type="radio"/>																			
2. You speak personally, bringing your own thoughts, insights and stories to what you have to say	<input type="radio"/>																			
3. You get your point across concisely, without waffling	<input type="radio"/>																			

Physical & vocal. To what extent would a colleague, manager or client agree that:	Not at all true of me										Very true of me									
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
1. You look centered when you communicate, with good posture and physical movements that are in tune with your message	<input type="radio"/>																			
2. You speak slowly and clearly, and you project your voice	<input type="radio"/>																			
3. You use eye contact, pauses and emphasis to help your messages land	<input type="radio"/>																			

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# Connecting with others

Level 3  
**Connecting with others**  
 Listening beyond bias  
 Building relationships  
 Facilitating others

It is not enough to be to be a good talker. To bring people with us we have to really connect to others. This means listening beyond bias and beneath the surface level. It also means communicating in a way that feels co-creative, so others can contribute. The better our self-expression, the better we can connect with others; and, in so doing, the more we learn about ourselves. This brings us back to the start of the virtuous cycle.

## Ability to facilitate. To what extent would a colleague, manager or client agree that:

	Not at all true of me								Very true of me	
	1	2	3	4	5	6	7	8	9	10
1. You ask questions and invite feedback from your audience	<input type="radio"/>									
2. You're able to 'read the room' and adapt your communication accordingly	<input type="radio"/>									
3. You make a conscious effort to hear and understand what your audience has to say, whether in a conversation or a presentation	<input type="radio"/>									

## Ability to build trust. To what extent would a colleague, manager or client agree that:

1. When communicating, you connect on a human level with your audience, big or small	<input type="radio"/>									
2. You're able to persuade and motivate people when you speak	<input type="radio"/>									
3. As well as imparting information, your communication has an emotional impact on your audience	<input type="radio"/>									

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