



# **Coaching and Mentoring**

Approach and Program Details

### About coaching

Coaching can take many forms.

We are familiar with people who coach sports teams, whether it is the Australian Cricket Team or the junior soccer team at the local school.

Similarly, we have probably heard of 'life coaches' - those special individuals who help people get themselves sorted out and progressing towards their purpose in life.

Mark's coaching and mentoring program is not like these familiar approaches.

Let's stick with the sports metaphor for a moment. As world class athlete in water polo, Toby Jenkins (Australian Olympian of 2004) had quite a few coaches. A strength coach when he needed to build strength. A swimming coach, a water polo defence coach, and a goal shooting coach. So when he started his business with Adam Franklin, they sought coaches that would help them in specific areas of their business.

This is the type of coaching that Mark Hocknell provides (no, not water polo) but specific areas of coaching to build your skill, technique, knowledge and capability – specific to your business needs and context.

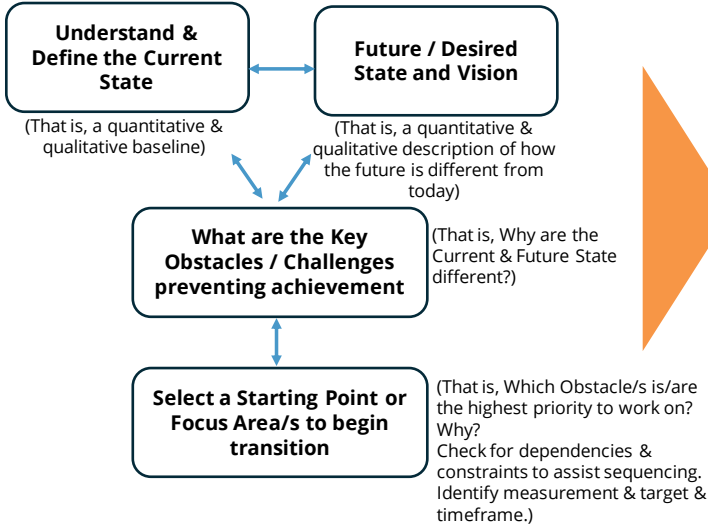
### Focus areas for coaching

Any coaching will be personalised and in your context. Here are the key areas and some examples.

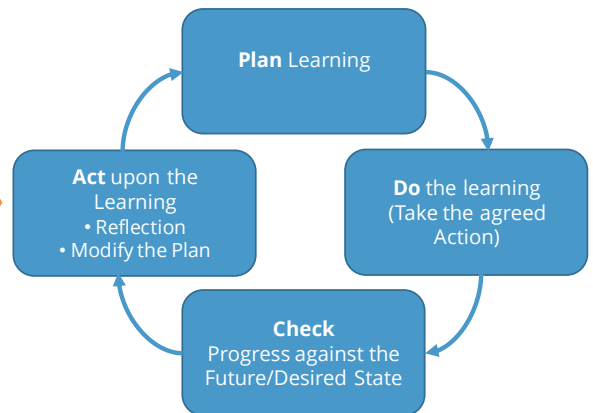
Capability focus	Coaching Examples
Customer Centric Business	<ul style="list-style-type: none"> <li>• Exec's wanting to implement a customer centric transformation</li> <li>• How to build a customer centric focus and culture</li> <li>• Forming customer centric leadership teams</li> </ul>
Performance Measurement	<ul style="list-style-type: none"> <li>• Implementing PuMP®</li> <li>• Developing an organisational performance management framework</li> <li>• KPI and Measurement support</li> </ul>
Leading sales teams	<ul style="list-style-type: none"> <li>• Establishing your customer engagement and management models</li> <li>• Support the transition of a sales person into a sales leader</li> <li>• Developing the people skills to coach for high performing team</li> </ul>
Customer Relationship Management	<ul style="list-style-type: none"> <li>• Support leaders in getting their business ready for CRM</li> <li>• Guidance for a CRM implementation</li> <li>• Assistance with the change management and transition</li> </ul>

# The Coaching Framework

### 1. Getting started, planning and priorities



### 2. The Coaching



*We get started by doing an assessment of where you are now and where you would like to be.*

*Determine and agree the end state – the measurable results we are looking to achieve.*

*Only then we can move into a focused Active Learning Cycle.*

### Some of the assessment tools we can use:

- The Five Tenets of the Customer Centric approach to Business, and the Nine Imperatives for Leaders – can provide a basis for organisational assessment of customer-centricity.
- The Wheel of Leading Sales Teams is the basis for assessing each of the elements or functions of managing sales teams.
- The Architecture for Customer Engagement is used for assessing the gap in the design of customer engagement activity.
- The PuMP® Diagnostic, for organisational performance measurement. And there are further PuMP® tools that assess particular focus areas within the overall framework.
- The CRM Swift Scan.
- Prosci Change Readiness Tools.

### About Mark Hocknell

For the last 12 years (as a consultant) Mark has developed customer strategies with more than 35 organisations (from small businesses to large GOC's) to improve business results and the delivery of customer value. Prior to this, Mark was with Suncorp for 14 years where he held senior customer management roles, during his last three years there he led the implementation of the technology, tools and change to support the 'Allfinanz strategy' which placed Suncorp with the highest cross-selling rate of any Australian financial institution.

From 2003 to 2011 he was a sessional academic (part-time) with Brisbane Graduate School of Business (QUT) where he developed and delivered two electives within the MBA program, Sales Management and Customer Relationship Management (CRM). In 2015 he was appointed as an Adjunct Lecturer to the Griffith University School of Business, where he has developed the Personal Selling and Sales Management course (2038MKT) for the Department of Marketing.

Mark has a MBA, holds qualifications in change management, and certifications in Net Promoter Score and PuMP®(performance measurement).



*Mark values personal and professional integrity.*

*Accountability, responsibly and ownership.*

*Openness and clear communication.  
Adventure - working in our businesses should be fun, there should be a spirit of discovery, seeking to understand, engaging with people, to apply our learning, to improve our results.*



Photo by [Marvin Meyer](#) on [Unsplash](#)

**It is time to stop procrastinating and start a conversation with Mark about your ideas for coaching.**

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