

Case Study – Thring Townsend

Natural Assets Executive Coaching achieves impact in dynamic South West Law Firm

The benefits of Executive Coaching

In a nutshell.....

- An effective tool for developing core competencies
- Measurable against performance benchmarks
- Complements other skills development and training
- Reinforces and translates it into tangible business results
- Improved client sales, conversion rates and cross referral of business between departments
- More effective management team
- Higher levels of Executive Team retention

The Company

Thring Townsend is an expanding South West Law Firm with more than 250 staff in Bath, Bristol and Swindon, with an impressive national and international client base. The firm’s continued growth means strength in depth and the very best resources for clients. Recently recognised in the legal press in the influential “Rising 50” Thring Townsend is committed to building its reputation and consolidating its market position.

The Coaching Challenge

Thring Townsend’s key objective is to attract and retain profitable, high quality clients. It recognises that to do this, developing its people and their skills is an important strategic investment.

Executive Coaching plays a key role in underpinning and reinforcing all other skills development. For partners and key individuals within the organisation 1:1 coaching enables them to maximise the

value of other training, and dramatically improve business results.

In other words, the effectiveness of the coaching programme would be assessed against key performance indicators.

The Coach – Mark Watkins

Mark Watkins of Natural Assets was appointed as one of the Executive Coaches for 13 partners. He has successfully coached 10 partners over the last 12 months as part of an ongoing coaching programme.

Mark has challenged and encouraged the partners, helping them fine tune their leadership capabilities and improve their performance in line with the firm’s vision and their own appraisal objectives.

Mark’s coaching has included improving interpersonal skills, strategic planning, marketing and selling, managing people, team development, increasing personal productivity, building self confidence, and creating a better work / life balance.



What people say about Mark Watkins

'Well done Mark. You are having a great impact! Mark brings drive, insight and a positive energy to the partners in the firm. His impact is significant and can be readily seen through his coachees' **John Hilton, Practice Director.**

'Mark has huge energy, a clear understanding of me and of our firm... He doesn't shy away from issues, he is focused and committed to making our sessions really productive...he is particularly good at building trust. He is flexible, gets to the heart of the matter and his innate insight means his input is ultimately strengthening what I can deliver to the business' **Simon Holdsworth, Partner, Commercial**

'I have found Mark's coaching invaluable and of immediate benefit. Of particular interest to me is the use of various techniques in helping to see the bigger picture as to both current and future possibilities. I always find the sessions interesting and thought provoking' **Peter Cusick, Partner, Agriculture**

'Mark has a great ability to build rapport and trust. He is easy to talk to and helps me to analyse the best way to encourage and progress individuals within my team. He keeps me focused on the desired outcomes for me, my team and the firm as a whole but is always flexible enough to discuss other matters at short notice' **Liz Evans, Partner, Wills, Trusts and Tax.**

'When I started on the coaching process I was somewhat cynical as to the results but the actual impact has been, from my point of view phenomenal... the coaching has helped me to build and shape the relationships that I have with the team members to produce higher quality results than I could have ever imagined.

I've had one other coach before Mark. Their coaching style differed in that I feel that Mark was able to "get the measure" of me very quickly.... That is not to say that he is the easy option. Quite the opposite....I would definitely recommend Mark as a personal coach to anyone. He has helped me to change my professional life, in my opinion, beyond recognition and for this I am eternally grateful' **Fiona Kellow, Partner, Family**

For more information about how Natural Assets Executive Coaching can help your organisation, please contact Mark Watkins on +44 (0) 7771 897054 or e-mail mark@naturalassets.org.uk