HR DELIVERY
Making Sure HR Delivers

THE CLIENT BROCHURE SERIES

Executive Coaching

Purposeful coaching that connects reflection with practical action

Explore human coaching, the 6A framework and practical resources for leadership, career and team development. Start with your question, agree the right support and carry the conversation into workplace practice.

EXPLORE. PLAN. PUT IT TO WORK.

Website resources · specialist support · portal tools
Practical examples and client journeys

START WITH YOUR PRIORITY

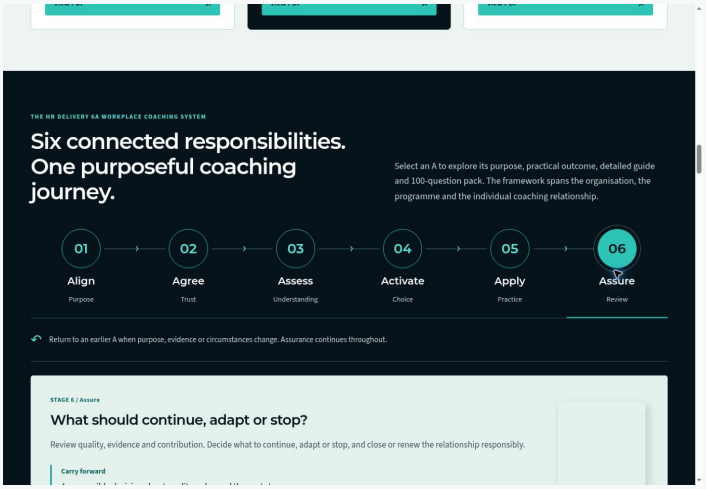
Make space for the conversation that matters

A demanding role can leave little space to examine how you lead, what you want to change or which options deserve attention. Coaching creates a structured opportunity to explore those questions with relevant evidence and examples. The starting point is your purpose: a difficult conversation, a career decision, a new responsibility or a team challenge.

HR Delivery's coaching offer connects human coaching routes, the 6A framework, questions, activities and working documents. You can use resources to prepare a conversation, connect assessment feedback with practice or support application between learning events. Lama helps clarify the service arrangement, while the agreed coaching process keeps your choices, actions and review points visible.

WHO THIS GUIDE IS FOR

- Leaders preparing for a new responsibility or difficult work conversation
- Professionals exploring career choices and development priorities
- Teams reviewing shared working relationships, decisions and accountability



WEBSITE SCREEN / Live 6A stage explorer, shown at the Assure stage.

THE QUESTIONS TO BRING

- What would make a coaching conversation useful in your current work?
- Which feedback or experience do you want to understand more fully?
- What could you try between conversations to explore a different approach?

WHAT YOU CAN WORK TOWARDS

- A focused coaching purpose and agreed working arrangements
- Practical actions linked to the client's own work
- Reflection and evidence for a useful review conversation

A GUIDE TO YOUR GUIDE

Find the support you need

Explore the service, understand the tools and arrive at a focused conversation with HR Delivery.

01 / GET TO KNOW THE SERVICE

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USE THE PDF AS A WORKING GUIDE

The contents and page-foot links are clickable. PDF bookmarks give direct access to every tool, studio, resource and client example.

A PERSPECTIVE ON COACHING

Foreword from Dr Phillip Welsh

PROPOSED WORDING FOR DR PHILLIP'S REVIEW

> *"Coaching gives reflection a practical direction when the client can choose an action and return to the experience."*

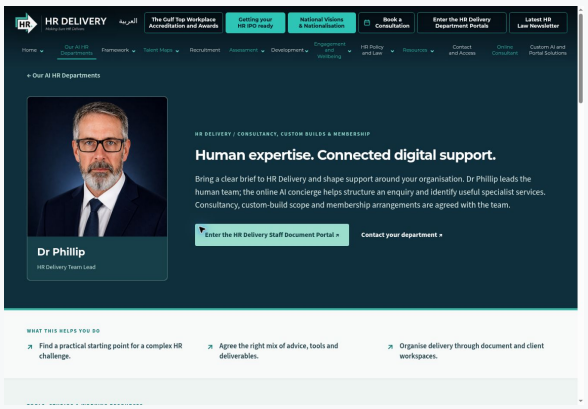
A useful coaching conversation begins with a person and a question that matters to them. Sometimes the question is clear; sometimes it emerges as we examine a demanding role, a relationship or a decision. Our starting point is to make that discussion purposeful, grounded in the client's circumstances and respectful of the choices that remain theirs to make throughout the engagement.

The 6A framework gives that work a shared structure: Align, Agree, Assess, Activate, Apply and Assure. It helps connect reflection with action and returns attention to what happens in practice. Questions, activities, assessment feedback and working documents can support the conversation, but their value depends on how thoughtfully they are selected and used with the individual or team at that point.

This brochure introduces the coaching routes and resources you can explore with HR Delivery. Lama can help organise the first enquiry and confirm the human service, practical arrangements and enabled digital channels. We invite you to bring a real work question, an open mind and a willingness to consider a manageable next step that can be discussed and reviewed together.

DR PHILLIP WELSH

Human team lead, HR Delivery



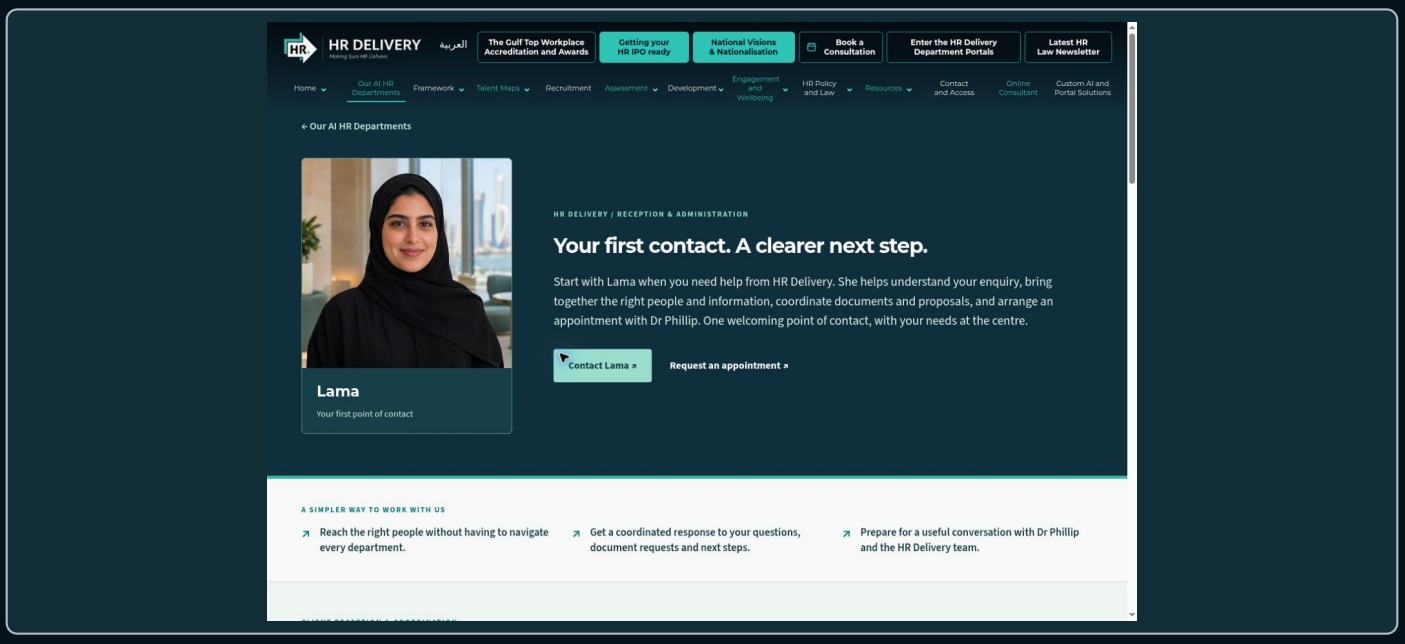
WEBSITE SCREEN / Dr Phillip Welsh: HR Delivery's human team lead.

YOUR FIRST POINT OF CONTACT

Meet Lama

Bring your business question. We will help you find the right next step.

Lama is your first contact for shaping a coaching enquiry and organising the next conversation. Share the purpose, preferred format and practical constraints so the team can discuss an appropriate route. She helps clarify who will respond, what preparation is useful and how an appointment will be confirmed, including the digital channels enabled for your particular service arrangement and access.



WEBSITE SCREEN / Lama's public reception and administration service route.

A USEFUL FIRST BRIEF

- The leadership, career or team question you want to explore
- Your preferred human coaching format, location and possible times
- Relevant work examples or assessment questions you may wish to discuss
- Any organisational sponsor, confidentiality or reporting arrangements requiring agreement

HOW LAMA HELPS

- Direct the enquiry to the appropriate coaching service route
- Clarify preparation, access and session-confirmation arrangements
- Confirm which communication channels are enabled for the engagement

Begin with the question you are carrying now. Lama can help turn it into a focused enquiry and an agreed next conversation with HR Delivery.

ABOUT HR DELIVERY

Expertise that turns people priorities into useful work

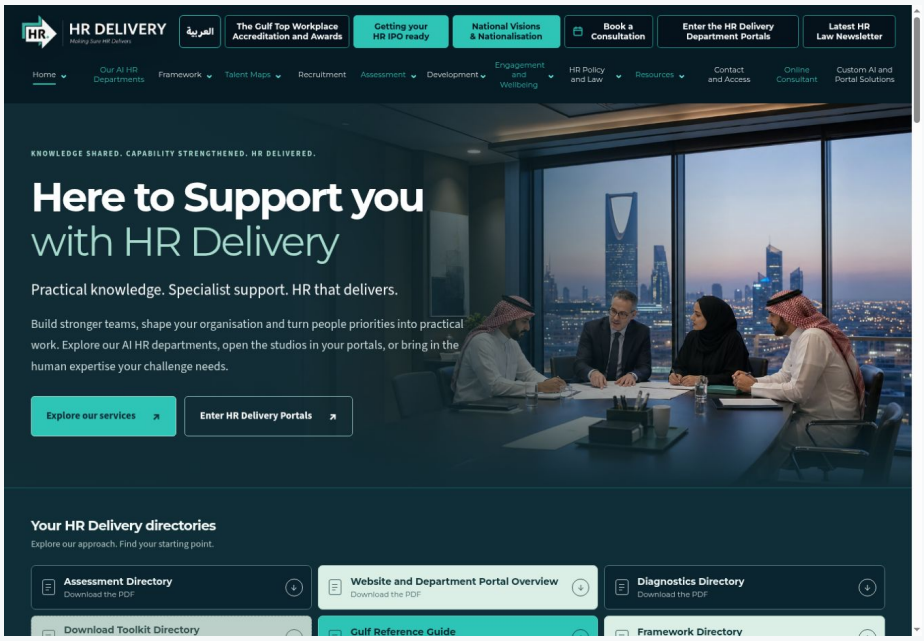
A multidisciplinary HR service led by Dr Phillip Welsh, connecting professional advice, practical resources and hands-on support.

OUR MISSION

Help organisations develop their people, strengthen HR capability and put plans into practice through expert advice, useful tools and direct delivery support.

OUR VISION

Organisations with the leadership, capability and culture to help people thrive and sustain their success.



WEBSITE SCREEN / HR Delivery: the public service directory and department routes.

THE WAY WE WORK

Your organisational context comes first. HR Delivery draws together psychometrics, organisation development, learning and development, project delivery and HR practice. Advice and resources are adapted to the assignment, its people and its operating environment.

OUR VALUES

Expertise · generosity · accountability · adaptability · respect for local context

OUR COMMITMENT TO YOU

Five pledges.
One working relationship.

What these commitments mean when you work with HR Delivery.

01 Deep expertise

Bring relevant professional knowledge to your question and combine evidence with considered judgement.

02 Always helping

Offer useful resources and a level of support that fits the challenge you are trying to resolve.

03 Delivery guaranteed

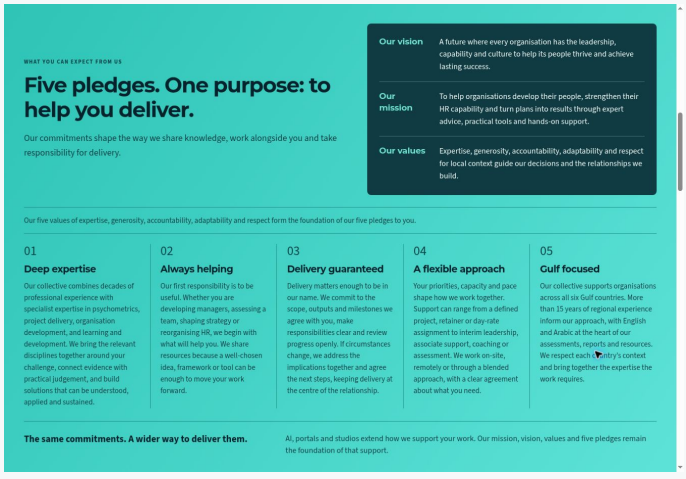
Agree the work, outputs, responsibilities and review points, with clear communication about progress.

04 A flexible approach

Shape the delivery arrangement around your requirements, whether advisory, project based, ongoing, remote or in person.

05 Gulf focused

Take account of the six Gulf countries, the local organisational context and the language needs of the assignment.



WHAT YOU CAN EXPECT FROM US

Five pledges. One purpose: to help you deliver.

Our commitments shape the way we share knowledge, work alongside you and take responsibility for delivery.

Our vision	A future where every organisation has the leadership, capability and culture to help its people thrive and achieve lasting success.
Our mission	To help organisations develop their people, strengthen their HR capability and turn plans into results through expert advice, practical tools and hands-on support.
Our values	Expertise, generosity, accountability, adaptability and respect for local context guide our decisions and the relationships we build.

Our five values of expertise, generosity, accountability, adaptability and respect form the foundation of our five pledges to you.

01	02	03	04	05
Deep expertise	**Always helping**	**Delivery guaranteed**	**A flexible approach**	**Gulf focused**
Our collective combines decades of professional experience with specialist expertise in psychometrics, project delivery, organisation development, and learning and development. We bring the relevant disciplines together around your challenge, connect evidence with practical judgement, and build solutions that can be understood, applied and sustained.	Our first responsibility is to be useful. Whether you are developing managers, assessing a team, shaping strategy or reorganising HR, we begin with what will help you. We share resources because a well-chosen idea, framework or tool can be enough to move your work forward.	Delivery matters enough to be in our name. We commit to the scope, outputs and milestones we agree with you, make responsibilities clear and review progress openly. If circumstances change, we address the implications together and agree the next steps, keeping delivery at the centre of the relationship.	Your priorities, capacity and pace shape how we work together. Support can range from a defined project, retainer or day-rate assignment to interim leadership, associate support, coaching or assessment. We work on-site, remotely or through a blended approach, with a clear agreement about what you need.	Our collective supports organisations across all six Gulf countries. More than 15 years of regional experience inform our approach, with English and Arabic at the heart of our assessments, reports and resources. We respect each country's context and bring together the expertise the work requires.

The same commitments. A wider way to deliver them. AI, portals and studios extend how we support your work. Our mission, vision, values and five pledges remain the foundation of that support.

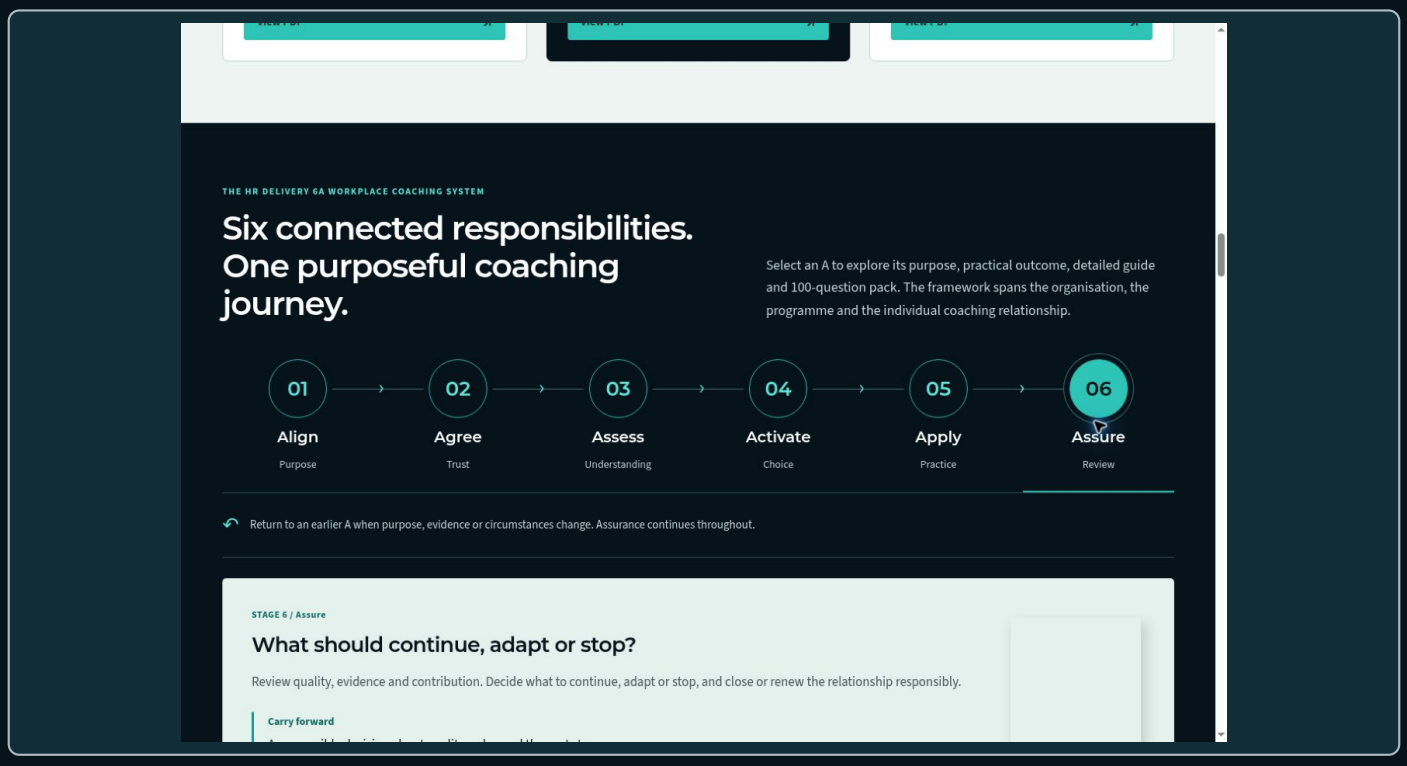
WEBSITE SCREEN / HR Delivery's published mission, vision, values and five pledges.

G / COACHING

01

Explore the website resources

Clarify the coaching purpose and explore a framework, questions and resources that support useful conversations.

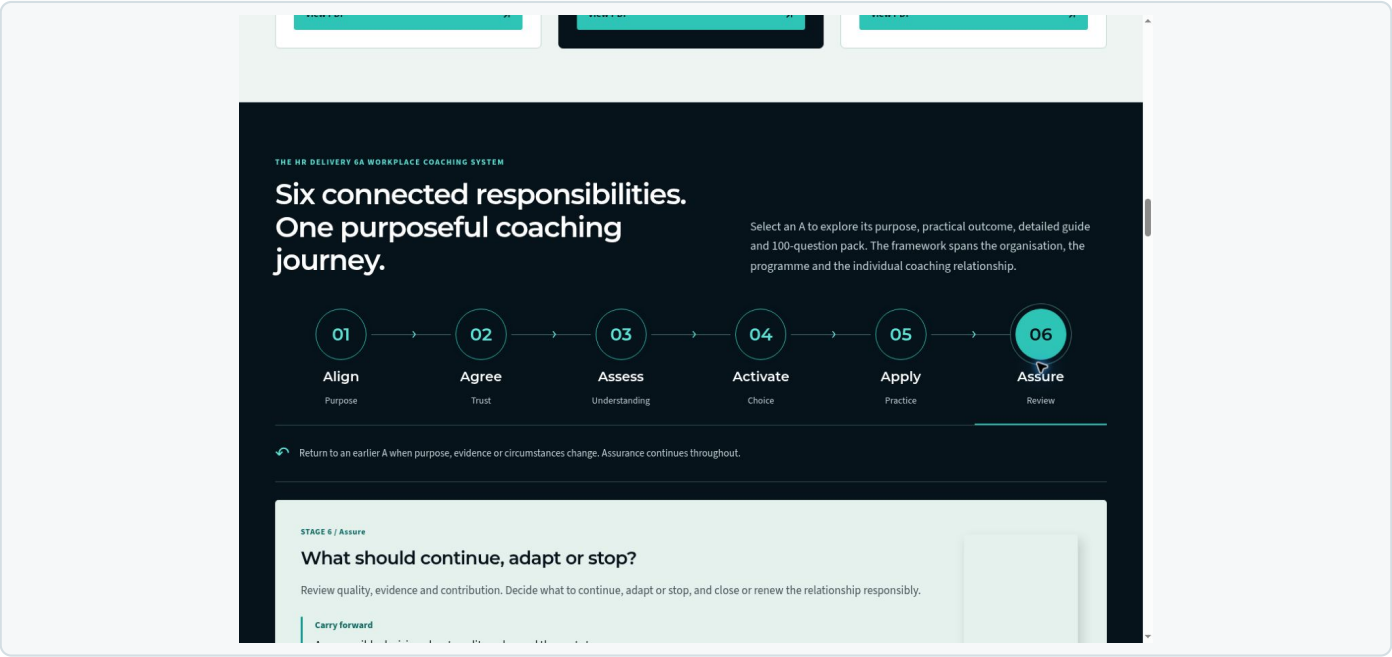


WEBSITE SCREEN / Live 6A stage explorer, shown at the Assure stage.

WEBSITE / ORIENTATION

Explore the approach before arranging the conversation

The public coaching pages introduce human coaching formats, the 6A framework and the resource offer. Explore stage-based questions, activities, operational forms and pathways linked to assessment, teams and development programmes. Use these pages to clarify the support you want and prepare questions for Lama. The Sami profile introduces the specialist route; the service and its enabled digital channels are confirmed when your engagement is arranged.



WEBSITE SCREEN / Live 6A stage explorer, shown at the Assure stage.

HOW TO EXPLORE

1. **Name the purpose.** Start with a leadership, career or team question and identify what a useful conversation would help clarify.
2. **Explore the resources.** Review the 6A stages and relevant materials to understand the approach and prepare examples from your own work.
3. **Discuss the route.** Ask Lama about human coaching, resource access and practical arrangements, then confirm the agreed next step.

ILLUSTRATIVE CLIENT USE

Illustrative example: a newly promoted leader reviews the 6A stages and selects two questions about delegation. They bring a recent work example to Lama's enquiry route, discuss remote human coaching and confirm the session arrangements before preparing a practical focus for the first conversation together.

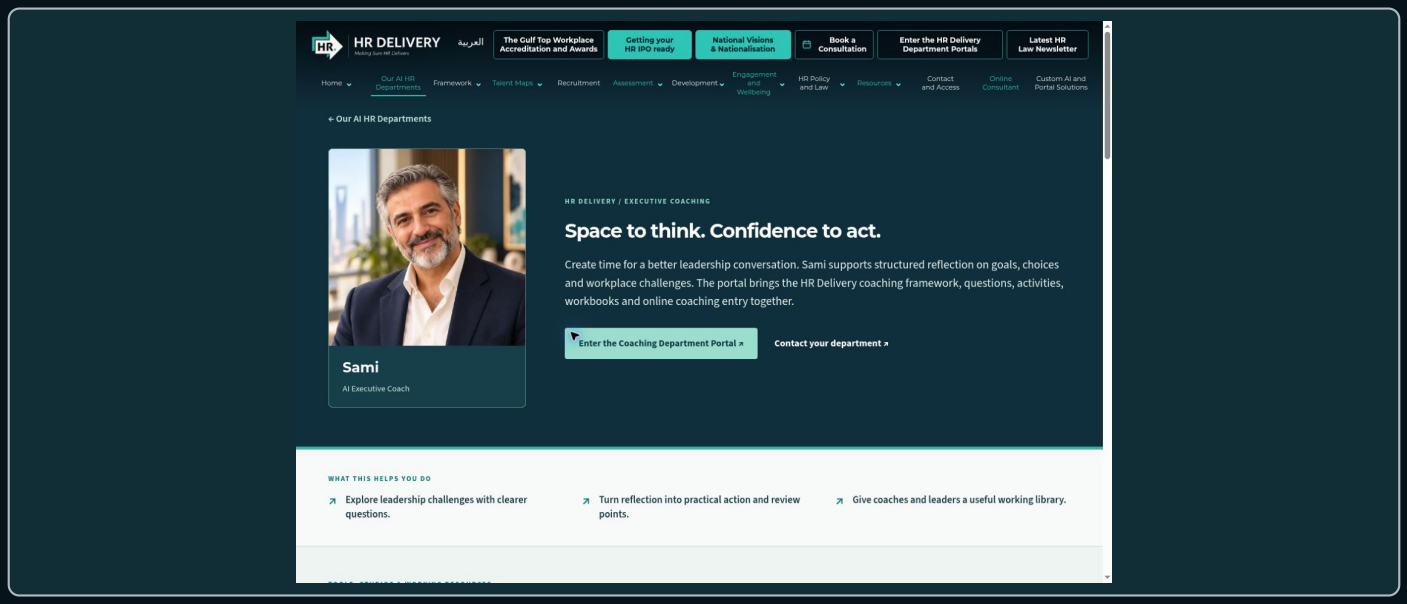
SPECIALIST SUPPORT

Meet Sami

Use the specialist area to prepare a focused question and connect it with the service you need.

SAMI / EXECUTIVE COACHING SPECIALIST PROFILE

- Which coaching route fits the development question I want to explore?
- How could assessment feedback or a 6A resource help prepare the conversation?
- What should I bring to a discussion about individual or team coaching?



WEBSITE SCREEN / Sami department profile

ACCESS IN THREE STEPS

- Explore Sami’s public profile and identify the purpose of your enquiry.
- Ask Lama to confirm the human service, portal entitlement and enabled communication route.
- Use the agreed route and prepare relevant work examples for the next conversation.

Sami’s profile and preview introduce the coaching offer. Lama confirms service arrangements and which email, chat, call or other digital channels are enabled at setup; live AI responses and voice require their provider connections.

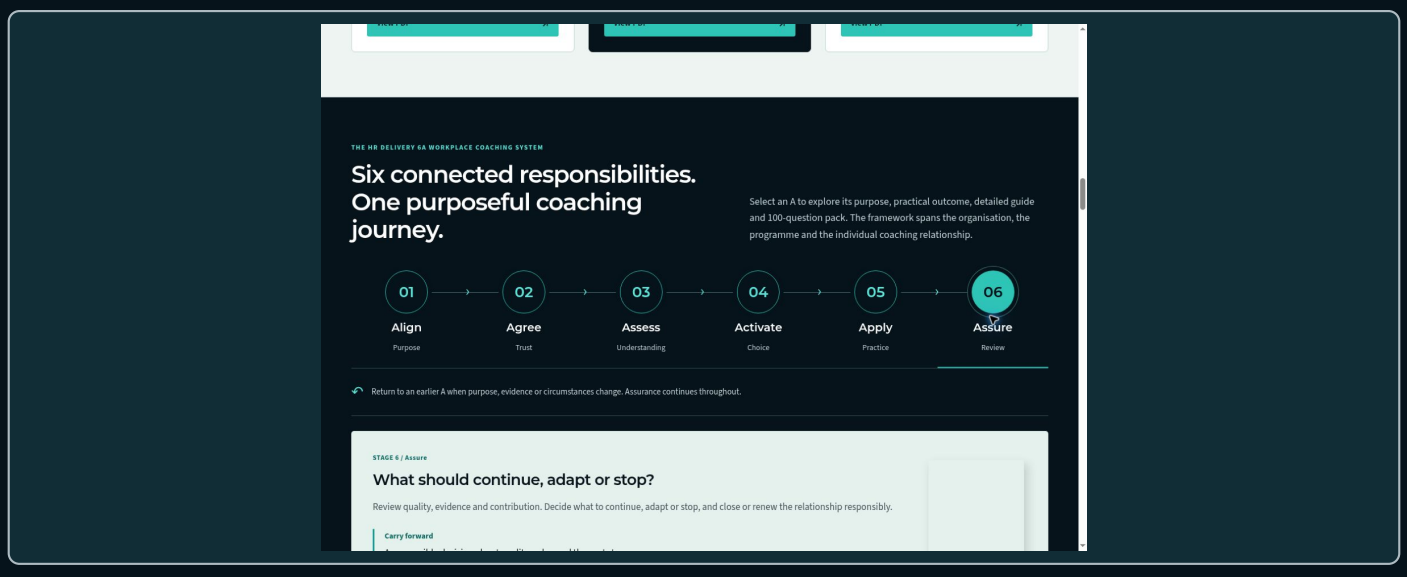
SERVICE AT A GLANCE

Six connected stages for a useful coaching conversation

Use the framework to connect purpose, insight, action and workplace review.



Move between the six stages as the conversation requires. Clarify the purpose, explore evidence, agree action and review workplace application.

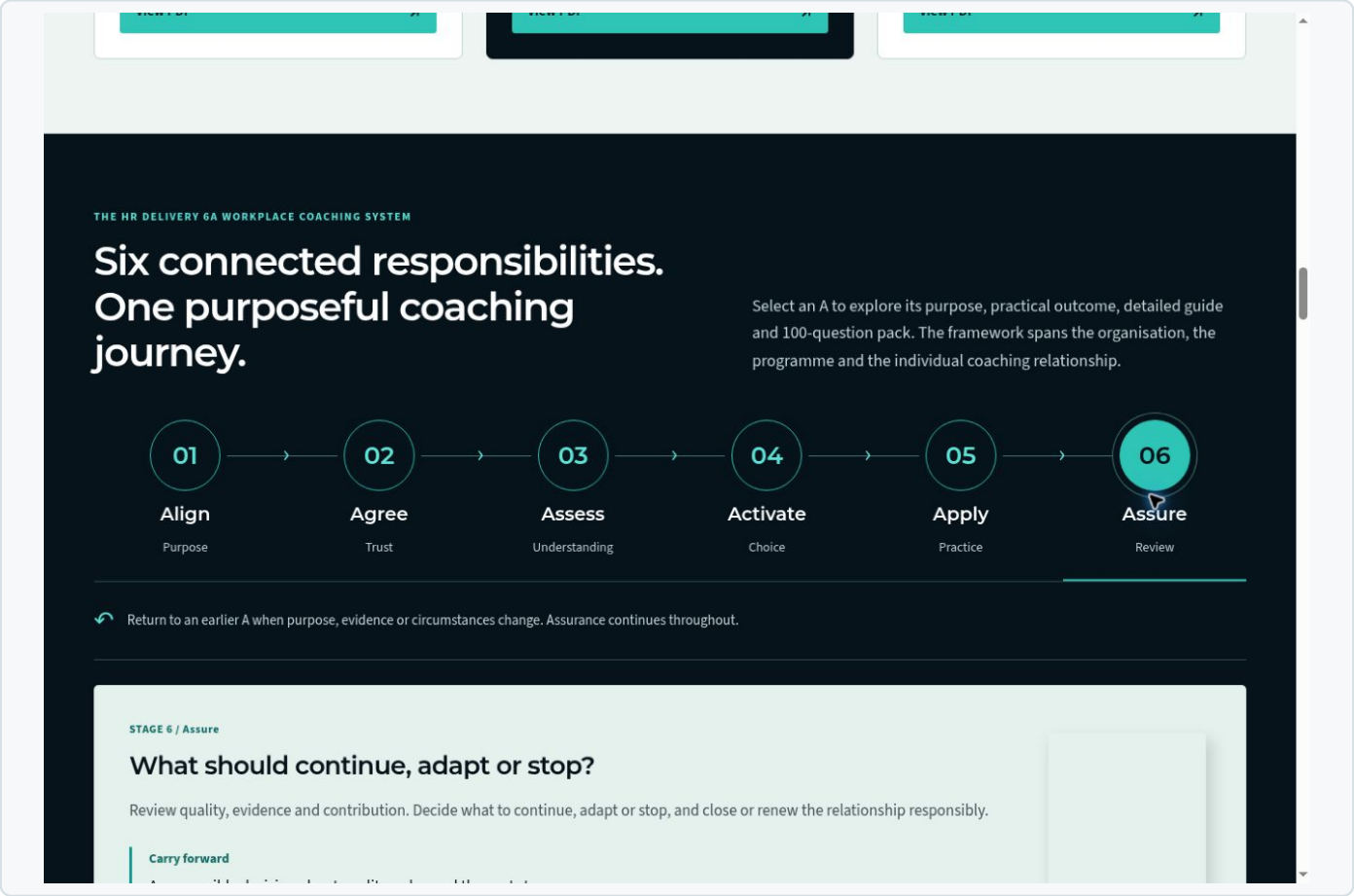


WEBSITE SCREEN / Live 6A stage explorer, shown at the Assure stage.

G1 · WEBSITE · EXECUTIVE COACHING

Six connected stages for a useful coaching conversation

Use the framework to connect purpose, insight, action and workplace review.



WEBSITE SCREEN / Live 6A stage explorer, shown at the Assure stage.

WHAT IT GIVES YOU

Move between the six stages as the conversation requires. Clarify the purpose, explore evidence, agree action and review workplace application.

THE CLIENT VALUE

Coach and participant share a structure linking reflection, action and review.

IN YOUR ORGANISATION / ILLUSTRATIVE

Illustrative example: a coach and client use the six-stage wheel to locate their current question. They may return from Apply to Assess when a workplace action raises new information, keeping the framework responsive to the conversation rather than treating it as a rigid checklist. Which 6A stage best describes the work your next conversation needs to do?

SOURCE: HR.DELIVERY / DEVELOPMENT COACHING

G1 · WEBSITE · EXECUTIVE COACHING

Meet Sami

Explore the executive coaching offer through Sami's public specialist profile, then identify the human service, resource or preview route relevant to your purpose.

WHAT IT GIVES YOU

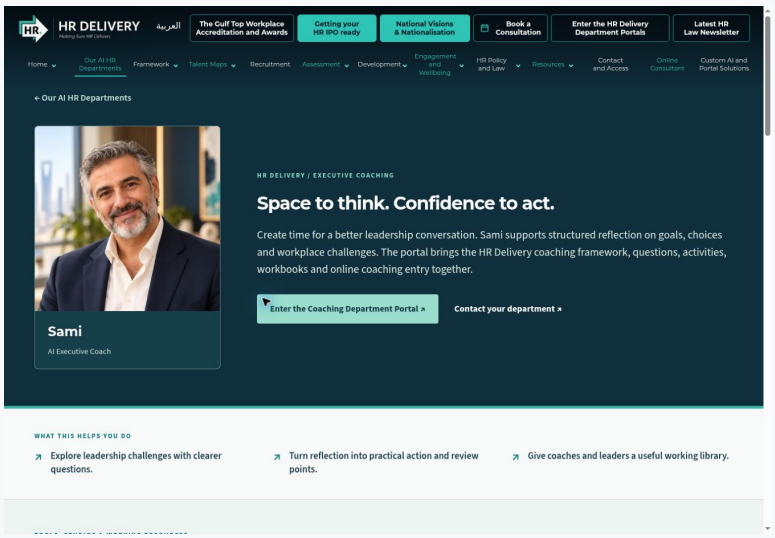
Sami introduces the coaching department and its connections with the 6A framework, development resources and portal. Bring a focused leadership or development question to the appropriate service enquiry; connected AI conversations remain dependent on external provider configuration.

THE CLIENT VALUE

Gives clients a recognisable starting point for coaching and helps them identify which route fits the support they are seeking.

YOUR OUTPUTS

- A focused coaching question
- Relevant service and resource routes
- Preparation for a coaching enquiry
- Preferred coaching format and preparation questions



WEBSITE SCREEN / Sami department profile

IN YOUR ORGANISATION / ILLUSTRATIVE

Illustrative example: a leader explores Sami's profile while considering support for a new regional responsibility. They note questions about coaching format and assessment-linked preparation, then ask Lama to confirm the human service and enabled communication route before expecting a specialist conversation. What development question should Lama use when directing your coaching enquiry?

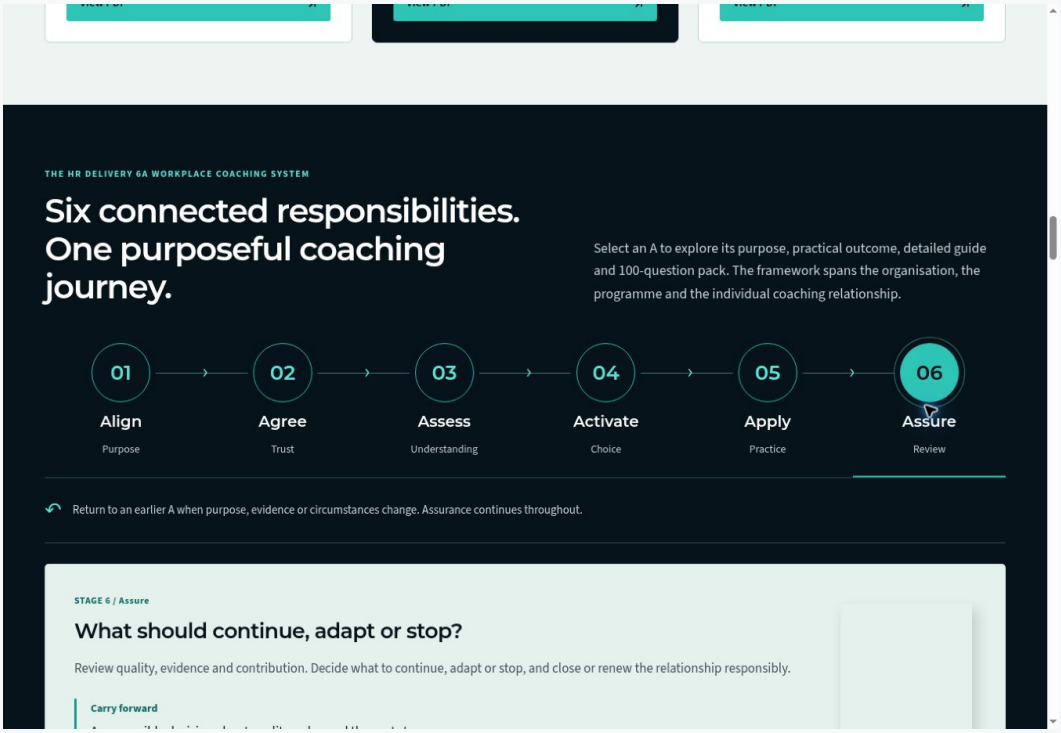
SERVICE CONTEXT / Live specialist AI connection pending.

SOURCE: HR.DELIVERY / DEPARTMENT EXECUTIVE COACHING

G1 · WEBSITE · EXECUTIVE COACHING

The 6A Coaching Framework

Structure a coaching conversation from agreed purpose through insight and action to workplace application and deliberate review of the experience.



WEBSITE SCREEN / Live 6A stage explorer, shown at the Assure stage.

WHAT IT GIVES YOU

Use Align, Agree, Assess, Activate, Apply and Assure to establish purpose, agree the work, explore evidence, choose an action, practise it and review the experience in the client's actual context.

YOUR OUTPUTS

- An agreed coaching purpose
- A practical development action
- A structured review conversation

HOW TO USE IT

1. **Align and Agree.** Clarify the purpose and agree how the coaching work will proceed.
2. **Assess and Activate.** Explore relevant insight and choose a practical development action.
3. **Apply and Assure.** Try the action at work and review the experience together.

WHY THIS HELPS

Gives coach and client a shared structure while keeping the conversation connected to the client's work, choices and practical action.

IN YOUR ORGANISATION / ILLUSTRATIVE

Illustrative example: a manager begins with a goal about handling difficult conversations. Coach and client agree the focus, explore a recent example, choose a different opening to try and review the experience afterwards, using the 6A stages to connect purpose with practical reflection. What action could you review after the conversation rather than leaving the goal as a general intention?

SOURCE: HR.DELIVERY / DEVELOPMENT COACHING

G1 · WEBSITE · EXECUTIVE COACHING

Coaching questions by 6A stage

Select questions for the stage and purpose of the conversation, helping the client reflect, clarify choices and identify a useful action.

WHAT IT GIVES YOU

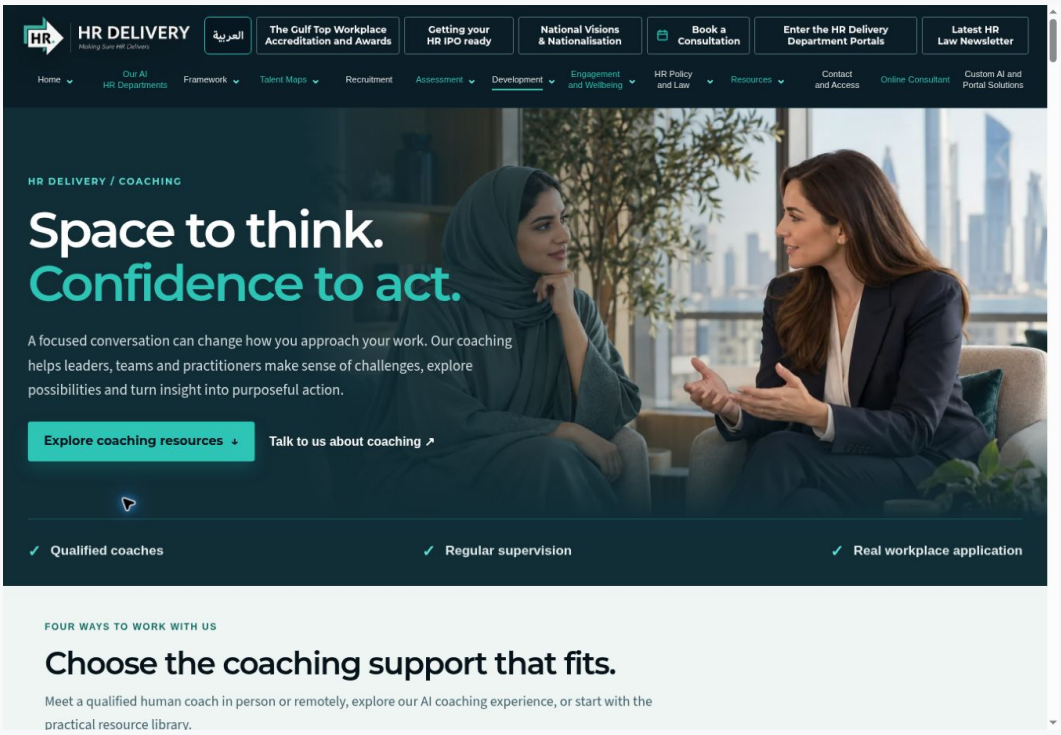
The collection provides 600 prompts, 100 per 6A stage, in a complete book and stage packs. Select questions for the client's context and let the response guide subsequent exploration.

YOUR OUTPUTS

- A stage-relevant question pack
- Selected prompts for reflection
- A focused conversation opening

HOW TO USE IT

1. **Choose the stage.** Identify which part of the coaching process needs attention.
2. **Select the prompt.** Choose a question that fits the client's context and purpose.
3. **Listen and adapt.** Use the response to guide a useful follow-up or next action.



WEBSITE SCREEN / Public coaching framework, service and resource overview.

WHY THIS HELPS

Supports varied, purposeful preparation while leaving the coach free to listen and adapt to what the client actually says.

IN YOUR ORGANISATION / ILLUSTRATIVE

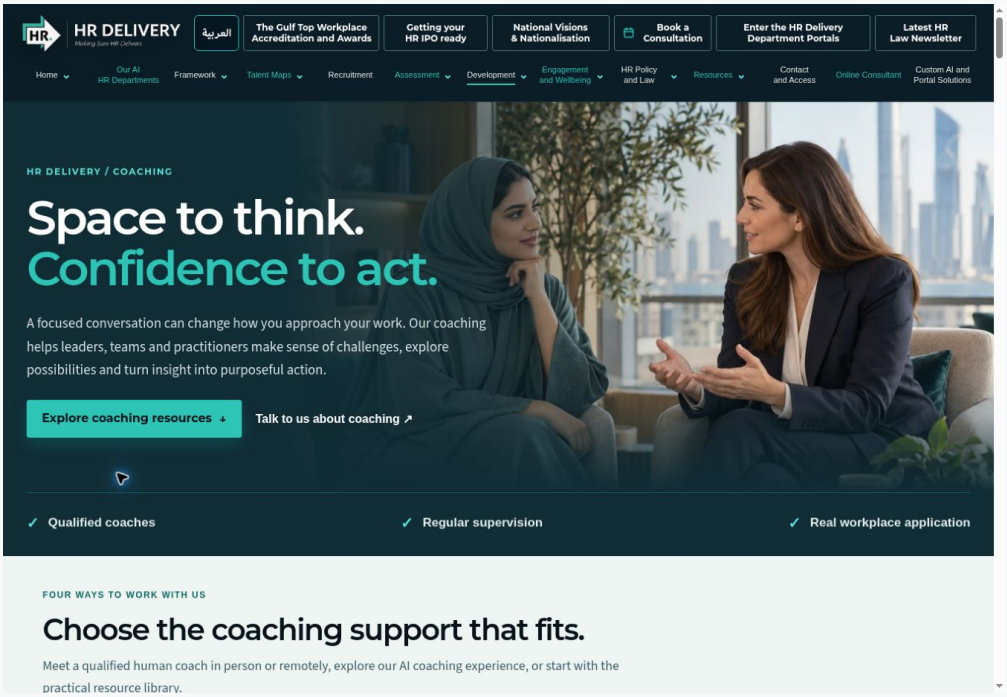
Illustrative example: a coach preparing for a career discussion selects a few questions from the relevant 6A stage pack. The client's first response reveals a different concern, so the coach adapts the conversation instead of working through every prepared prompt in sequence. Which question would help this client reflect, rather than steer them towards your preferred answer?

SOURCE: HR.DELIVERY / DEVELOPMENT COACHING

G1 · WEBSITE · EXECUTIVE COACHING

Activities and workbooks

Choose a practical activity or workbook for the client's current purpose, supporting reflection between coaching conversations and preparation for the next session.



WEBSITE SCREEN / Public coaching framework, service and resource overview.

WHAT IT GIVES YOU

Explore purpose, values, career, confidence, productivity and review activities, alongside 152 additional activity and practice resources. Select an exercise and agree how observations will inform the next coaching discussion.

YOUR OUTPUTS

- A selected coaching activity
- Completed reflection or workbook notes
- Questions for the next session

HOW TO USE IT

1. **Choose the purpose.** Identify what the activity should help the client explore.
2. **Complete the exercise.** Work through a suitable activity using relevant personal work examples.
3. **Discuss the observations.** Bring useful insights and questions into the next coaching conversation.

WHY THIS HELPS

Gives the client a way to continue reflection between sessions and provides concrete material for a more focused follow-up conversation.

IN YOUR ORGANISATION / ILLUSTRATIVE

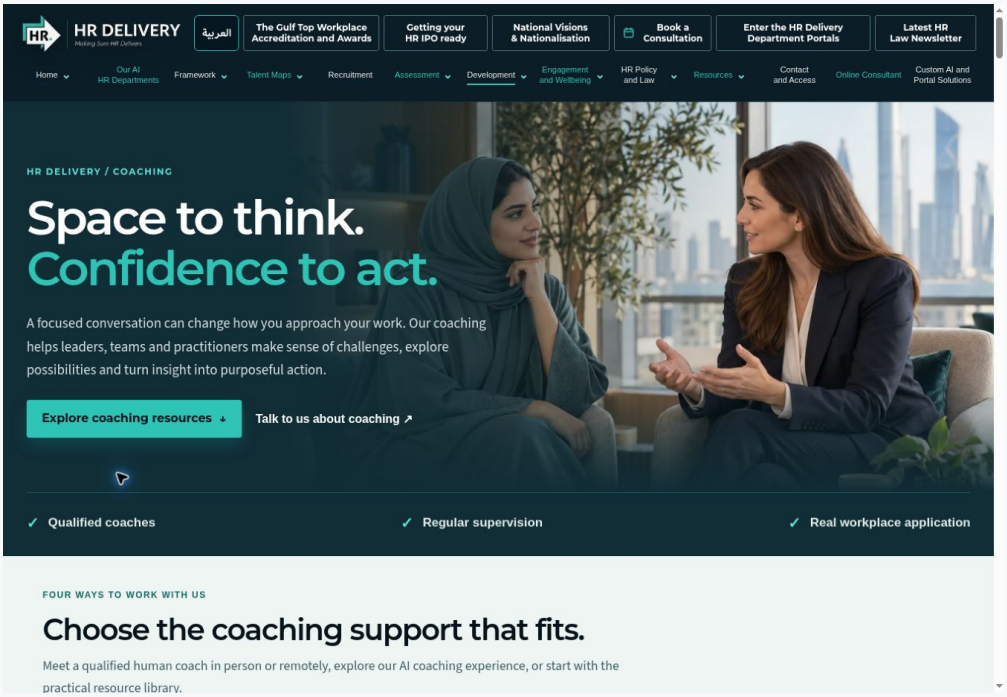
Illustrative example: a professional exploring a career change chooses a values activity between sessions. They record examples of work that feels meaningful and situations that create tension, then bring those observations to the next conversation without treating the exercise as a definitive career recommendation. What would you want the client to notice while completing this activity?

SOURCE: HR.DELIVERY / DEVELOPMENT COACHING

G1 · WEBSITE · EXECUTIVE COACHING

Coaching operational forms

Organise coaching agreements, preparation, session records, progress reviews and closure through forms selected for the engagement and its current stage.



WEBSITE SCREEN / Public coaching framework, service and resource overview.

WHAT IT GIVES YOU

The resource offer describes 64 guidance forms and 64 blank operational forms. Choose the documents appropriate to the engagement, agree how records will be used and retained, and keep the working record proportionate to the coaching purpose.

YOUR OUTPUTS

- Coaching agreement and preparation forms
- Session and progress records
- Closure documents

HOW TO USE IT

1. **Select relevant forms.** Choose documents that fit the engagement and its current stage.
2. **Agree record use.** Clarify the purpose, access and handling of the working documents.
3. **Maintain the record.** Record agreed actions and reviews without unnecessary personal detail.

WHY THIS HELPS

Makes arrangements and commitments explicit and provides a useful record for subsequent progress discussions and closure of the engagement.

IN YOUR ORGANISATION / ILLUSTRATIVE

Illustrative example: an organisation arranges a coaching engagement with a sponsor and participant. They use suitable agreement and review forms to clarify purpose, record handling and what progress information may be shared, before the coach begins recording actions from individual conversations. What information may be shared with the sponsor, and what remains within the agreed coaching relationship?

SOURCE: HR.DELIVERY / DEVELOPMENT COACHING

G1 · WEBSITE · EXECUTIVE COACHING

Face-to-face human coaching

Discuss face-to-face human coaching for a leadership, career or development question, with the location and session arrangements agreed before participation.

WHAT IT GIVES YOU

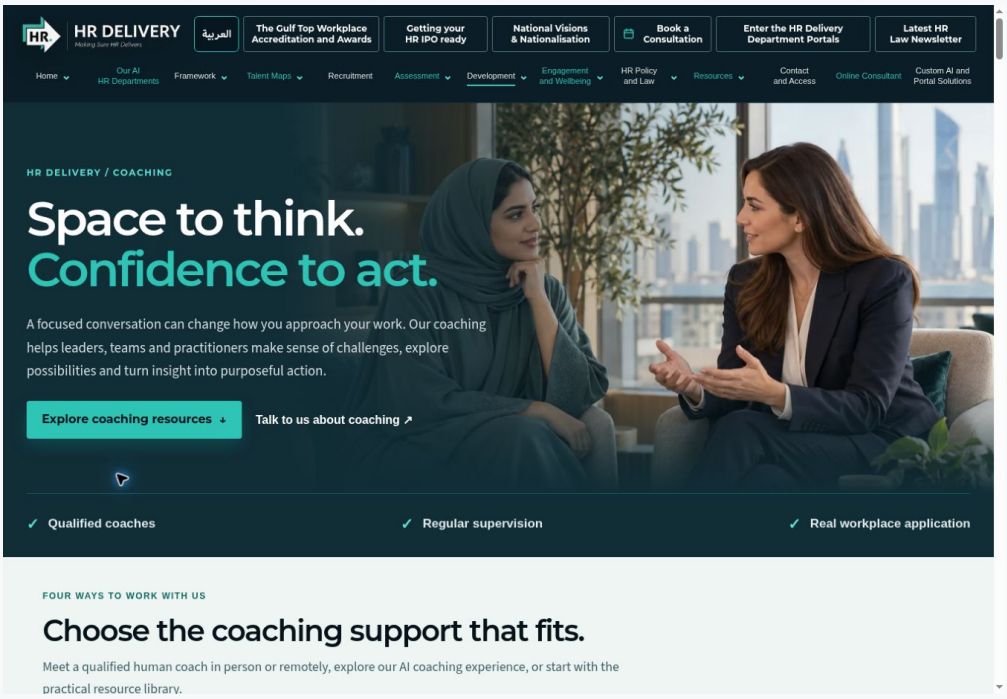
Discuss the goal, location, scope and preferred arrangements through the face-to-face coaching enquiry. Agree coach availability, preparation and review expectations with HR Delivery before treating a requested session as confirmed.

YOUR OUTPUTS

- A coaching service enquiry
- Agreed meeting and preparation arrangements
- A development review focus

HOW TO USE IT

1. **Describe the purpose.** Explain the development question and the support being sought.
2. **Discuss the arrangements.** Clarify location, scope, coach availability and preparation with HR Delivery.
3. **Agree the review.** Set expectations for follow-up and how progress will be discussed.



WEBSITE SCREEN / Public coaching framework, service and resource overview.

WHY THIS HELPS

Helps the client make a specific enquiry and establish the practical arrangements needed for a purposeful in-person coaching engagement.

IN YOUR ORGANISATION / ILLUSTRATIVE

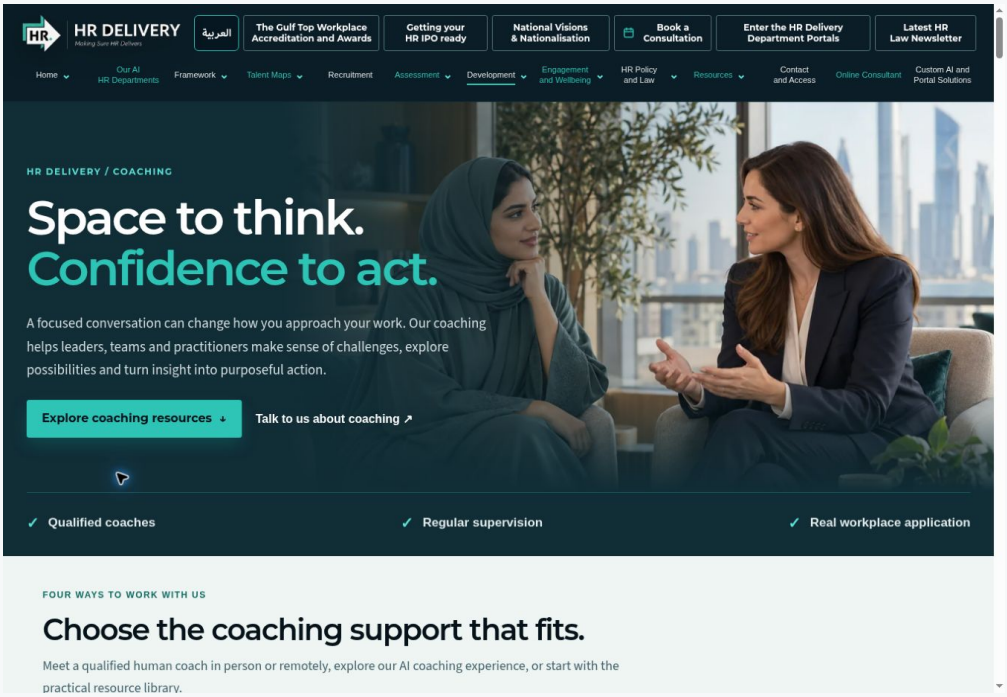
Illustrative example: a senior leader prefers an in-person discussion about a changing role. They send Lama a concise purpose statement and location options, then confirm coach availability, preparation and the actual appointment before making travel arrangements or assuming the session is booked. Which practical arrangements need confirmation before an in-person session can be useful?

SOURCE: HR.DELIVERY / DEVELOPMENT COACHING

G1 · WEBSITE · EXECUTIVE COACHING

Remote human coaching

Discuss remote human coaching for a focused development question, agreeing an online or telephone format that suits the client and coach.



WEBSITE SCREEN / Public coaching framework, service and resource overview.

WHAT IT GIVES YOU

Discuss goals, format and availability through the remote human coaching enquiry. Agree privacy, preparation and meeting arrangements with the provider, then confirm the session and intended follow-up before participation.

YOUR OUTPUTS

- A remote coaching enquiry
- Agreed session format and arrangements
- Preparation and follow-up expectations

HOW TO USE IT

1. **Define the focus.** Explain the development question and relevant context for the coach.
2. **Agree the format.** Discuss a suitable online or telephone arrangement and session preparation.
3. **Confirm the session.** Check the agreed time, connection details and expectations for follow-up.

WHY THIS HELPS

Supports coaching across locations while keeping the purpose, session format and practical arrangements clear before the client joins the conversation.

IN YOUR ORGANISATION / ILLUSTRATIVE

Illustrative example: a manager working across locations asks about remote human coaching. They agree a suitable online or telephone format, a private setting and preparation with the provider, then check the confirmed time and connection details before the planned conversation begins. What format and setting will allow you to participate fully in the remote conversation?

SOURCE: HR.DELIVERY / DEVELOPMENT COACHING

G1 · WEBSITE · EXECUTIVE COACHING

Assessment-linked coaching

Use assessment feedback as one source of coaching reflection, connecting relevant findings with the client's examples, priorities and development choices.

WHAT IT GIVES YOU

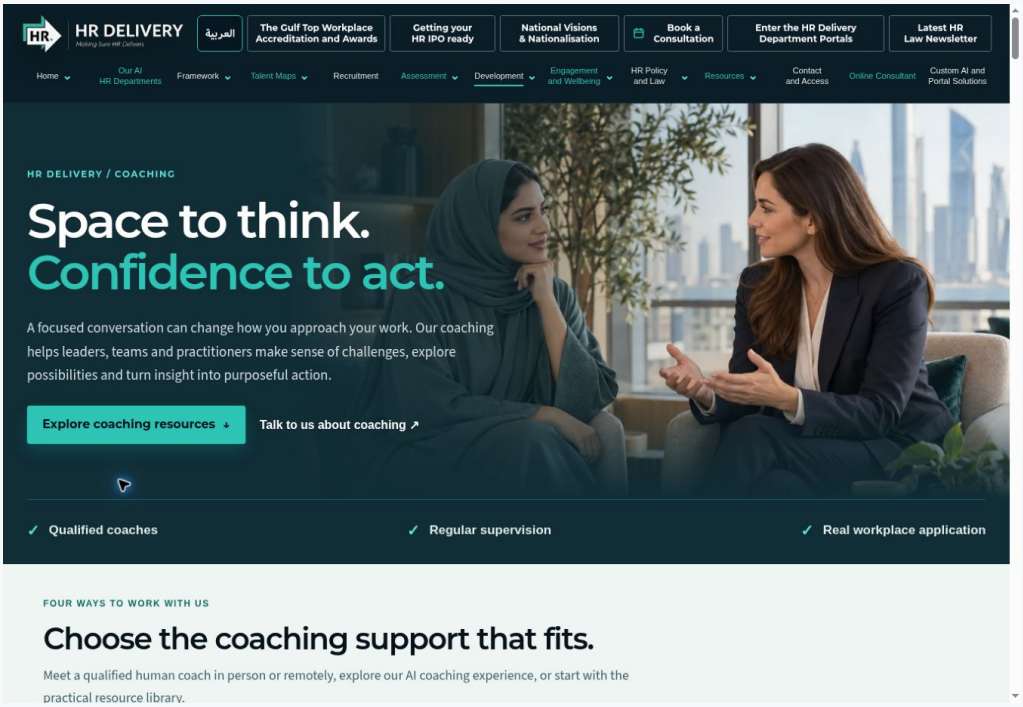
Explore an appropriate participant report alongside the client's work examples. Discuss what fits, what needs context and which finding matters for the goal, then choose an action to review.

YOUR OUTPUTS

- A feedback-informed development priority
- A practical coaching action
- Questions for the review conversation

HOW TO USE IT

1. **Review the feedback.** Consider the relevant assessment findings with the client's work context.
2. **Explore the meaning.** Discuss examples, questions and alternative explanations before selecting a priority.
3. **Choose a practical action.** Agree something the client can try and review at work.



WEBSITE SCREEN / Public coaching framework, service and resource overview.

WHY THIS HELPS

Turns feedback into a considered development discussion while preserving the client's context and judgment about what the report means.

IN YOUR ORGANISATION / ILLUSTRATIVE

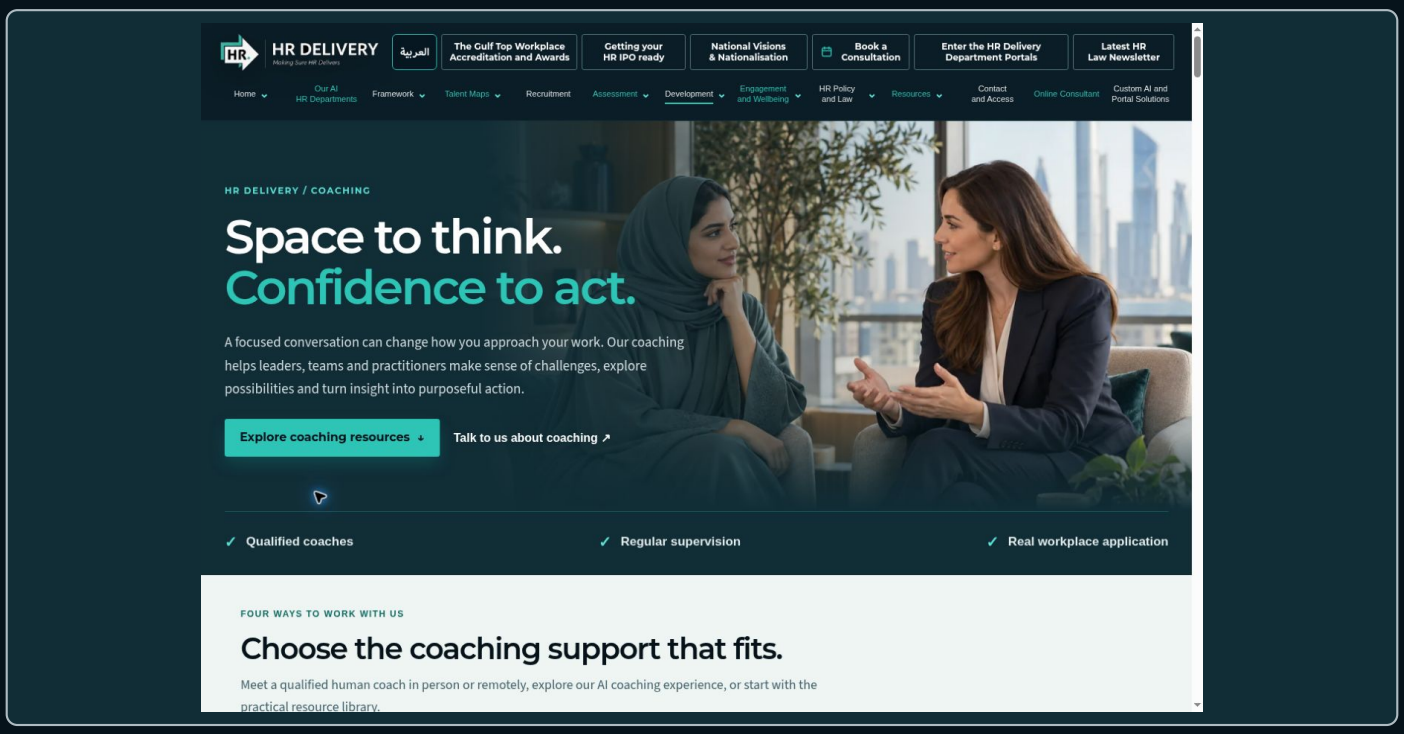
Illustrative example: a participant brings a feedback report and an example of a recent team discussion. Coach and client examine where the finding fits and where context matters, then choose one behaviour to explore through practice rather than accepting the report as a complete explanation. Which finding is relevant to the client's goal, and what work example would help explore it?

SOURCE: HR.DELIVERY / DEVELOPMENT COACHING

G1 · WEBSITE · EXECUTIVE COACHING

Team coaching pathways

Explore shared work, relationships and accountability through team coaching, using relevant evidence to support discussion rather than label individual members.



WEBSITE SCREEN / Public coaching framework, service and resource overview.

WHAT IT GIVES YOU

Connect Team Workstyles Indicator, Team Contribution Profile and Team Performance WatchPoints with coaching. Agree the team purpose, discuss findings and examples, then choose working commitments and a review point.

YOUR OUTPUTS

- A shared team coaching focus
- Agreed ways of working
- Team commitments and review points

HOW TO USE IT

1. **Agree the purpose.** Define the shared work and issue the team needs to address.
2. **Discuss the evidence.** Explore relevant findings alongside members' examples of working together.
3. **Commit and review.** Choose practical team actions and a point to review their usefulness.

WHY THIS HELPS

Creates a structured teamwork conversation and helps members agree practical commitments they can observe and revisit in their shared work.

IN YOUR ORGANISATION / ILLUSTRATIVE

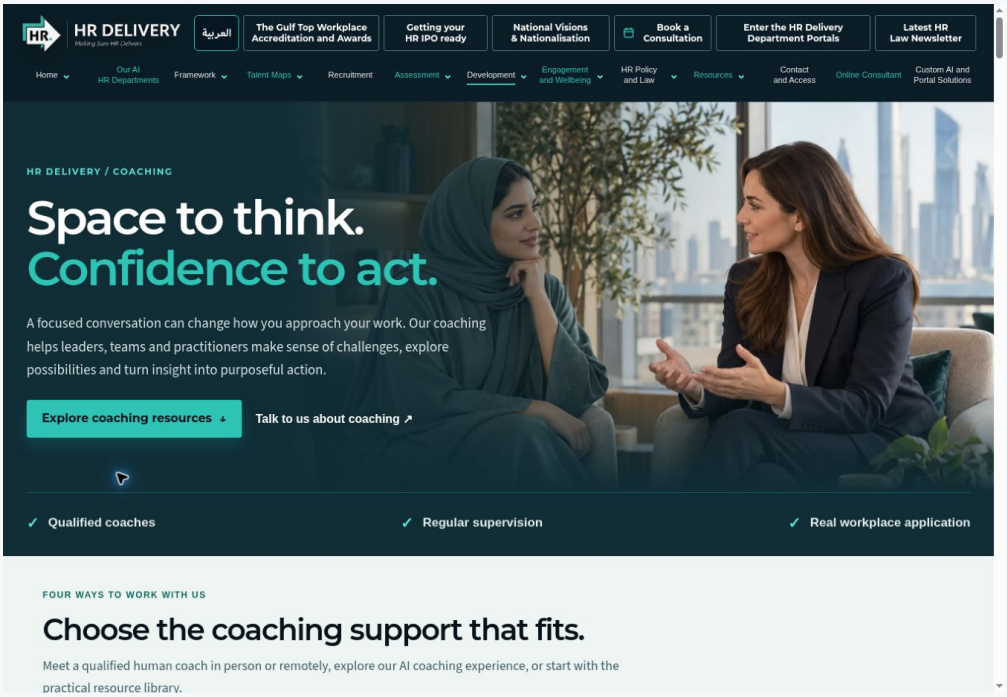
Illustrative example: a team uses relevant contribution and workstyle feedback to discuss how it handles disagreement. Members compare examples from shared work, agree a clearer decision process and plan a review, without assigning permanent roles or explanations to people from their profiles. Which shared working issue would make team feedback useful to discuss together?

SOURCE: HR.DELIVERY / DEVELOPMENT COACHING

G1 · WEBSITE · EXECUTIVE COACHING

Development-linked coaching

Use coaching around learning activities to connect programme content with the participant's goals, workplace practice and experience of applying new ideas.



WEBSITE SCREEN / Public coaching framework, service and resource overview.

WHAT IT GIVES YOU

The public offer links coaching with six development programmes. Use conversations to clarify purpose, explore application and discuss feedback, then agree the next practice step within the participant's work context.

YOUR OUTPUTS

- A clear learning purpose
- Workplace practice priorities
- A follow-up coaching action

HOW TO USE IT

1. **Prepare the learning.** Clarify the participant's purpose and the work challenge to address.
2. **Support the application.** Discuss practice opportunities and obstacles between relevant learning activities.
3. **Review the experience.** Use feedback and examples to agree the next development action.

WHY THIS HELPS

Sustains a purposeful development conversation beyond the learning event and connects the programme with practical application in the participant's work.

IN YOUR ORGANISATION / ILLUSTRATIVE

Illustrative example: a manager attends a development programme and uses coaching between modules to plan a delegation task. The next conversation examines what happened, how colleagues responded and what the manager would adjust, keeping the learning connected to a real responsibility. Where will the participant have an opportunity to apply the programme before the next coaching conversation?

SOURCE: HR.DELIVERY / DEVELOPMENT COACHING

G1 · WEBSITE · EXECUTIVE COACHING

Choose the right coaching route

Clarify the support you want, then choose the coaching service or resource route that fits the purpose and agreed arrangements.

WHAT IT GIVES YOU

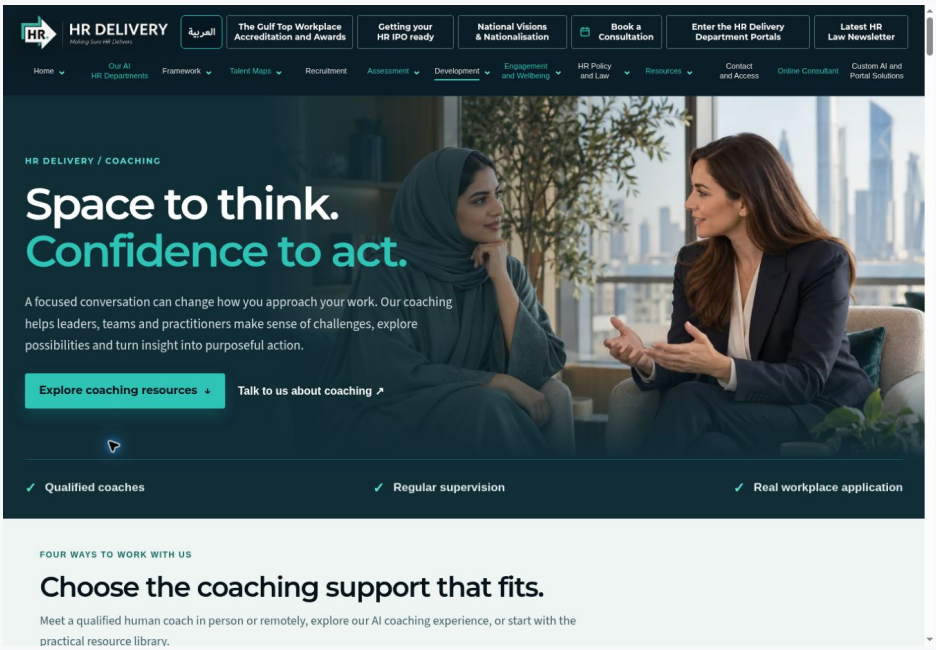
Discuss human coaching in person or remotely, explore 6A preparation resources or view the Sami preview. Identify the intended outcome and confirm service arrangements before planning participation or relying on connections.

YOUR OUTPUTS

- A focused coaching purpose
- A suitable service or resource route
- Questions to confirm before participation

HOW TO USE IT

1. **Define the support.** Describe the development question and the kind of conversation needed.
2. **Choose the route.** Compare human coaching, guided resources and the current preview experience.
3. **Confirm the arrangement.** Agree availability, format, preparation and follow-up for the selected service.



WEBSITE SCREEN / Public coaching framework, service and resource overview.

WHY THIS HELPS

Helps the client distinguish the routes and prepare an enquiry about the support wanted and how it will be delivered.

IN YOUR ORGANISATION / ILLUSTRATIVE

Illustrative example: a client first considers the Sami preview, then realises they want a human conversation about a sensitive leadership decision. They use the resources to prepare and ask Lama to confirm the appropriate service, format and arrangements for that particular enquiry. Which route matches the support you want, and what needs confirmation before you use it?

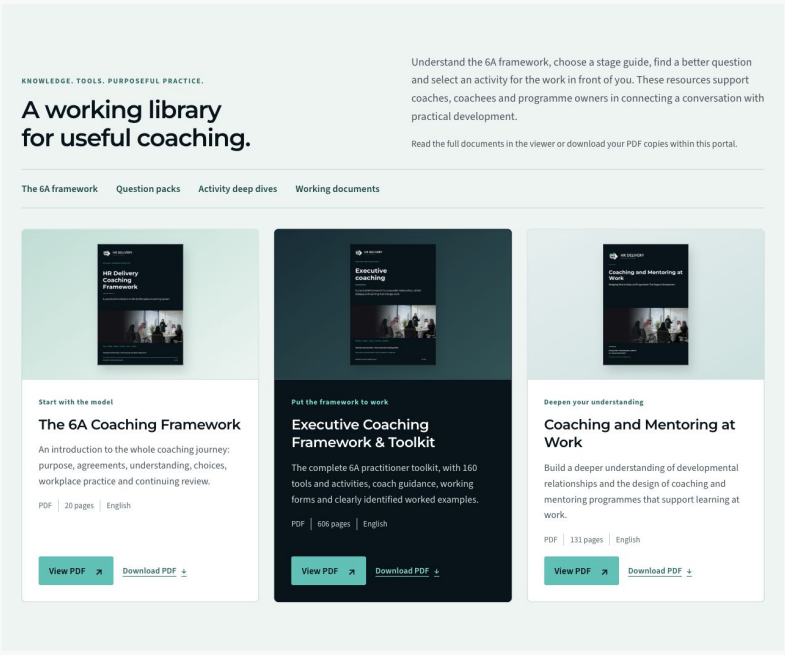
SERVICE CONTEXT / Live Sami AI connection pending.

SOURCE: HR.DELIVERY / DEVELOPMENT COACHING

G1 · WEBSITE · EXECUTIVE COACHING

Prepare a useful coaching brief

Prepare a concise coaching brief around the client's goal, work context and questions, providing a useful starting point for the conversation.



PUBLISHED WORKSPACE DEMONSTRATION / Coaching library with PDF viewing and download routes; published demonstration.

WHAT IT GIVES YOU

Record the client's purpose, context and what the conversation should clarify. Add examples or assessment questions, then agree session arrangements and the handling of material shared with the coach.

YOUR OUTPUTS

- The client's goal and context
- Relevant work examples
- Questions or feedback to explore
- Agreed session arrangements

HOW TO USE IT

1. **Clarify the purpose.** Write the development question in the client's own practical terms.
2. **Choose relevant evidence.** Select work examples or feedback that illuminate the question.
3. **Agree the arrangements.** Confirm preparation, format and how any shared material will be handled.

WHY THIS HELPS

Helps the client prepare thoughtfully and gives the coach relevant context while leaving room for the conversation to develop naturally.

IN YOUR ORGANISATION / ILLUSTRATIVE

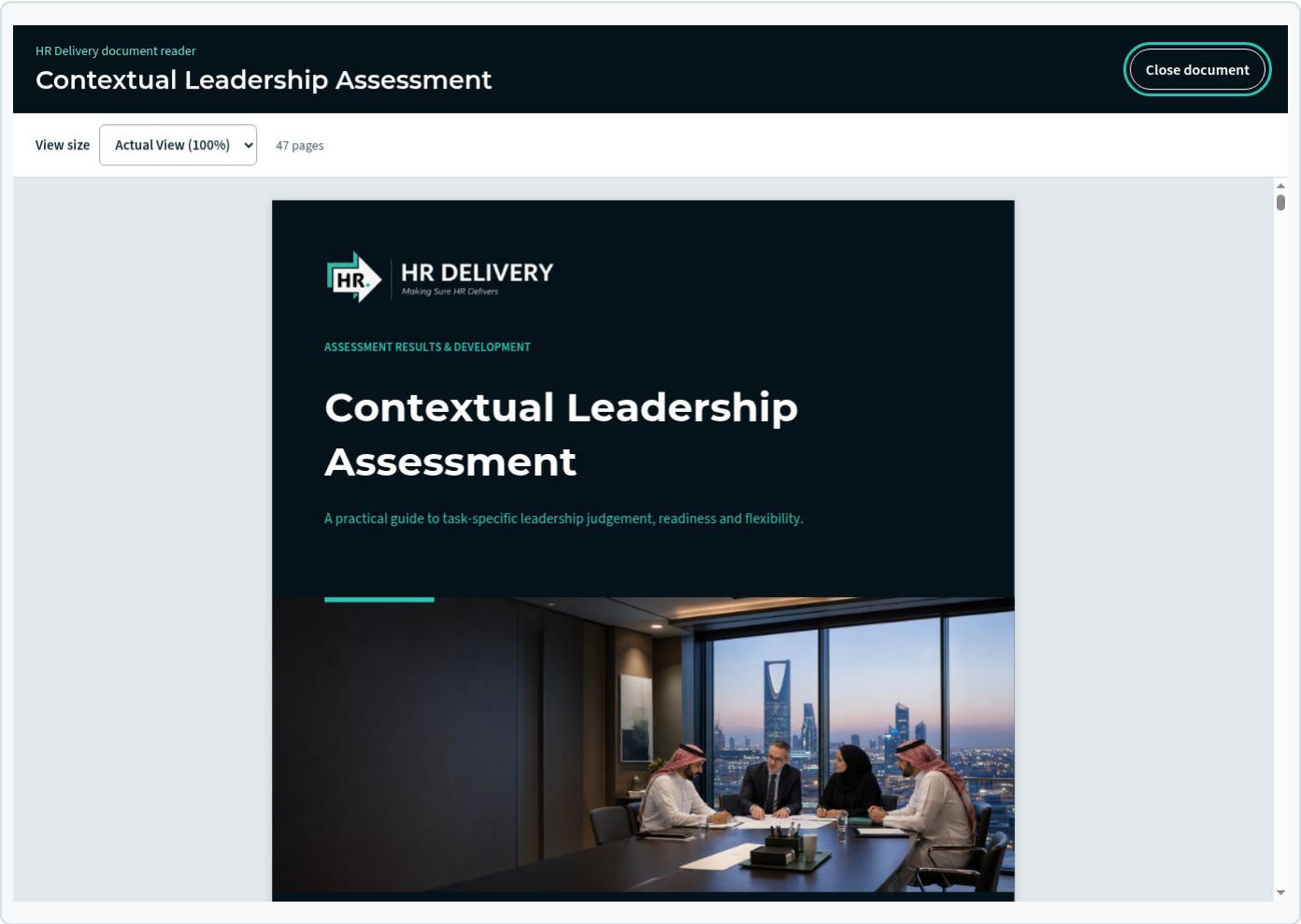
Illustrative example: a new director prepares a brief describing a difficult stakeholder relationship, the conversation they want to handle differently and one recent example. They share only the material agreed for preparation, leaving space for the coach to explore the situation in context. What does the coach need to understand before the first conversation, without receiving unnecessary personal detail?

SOURCE: HR.DELIVERY / DEPARTMENT EXECUTIVE COACHING

THE SERVICE ON SCREEN

Assessment-linked coaching / screen view

A complete captured view of the related resource, with its original proportions preserved.

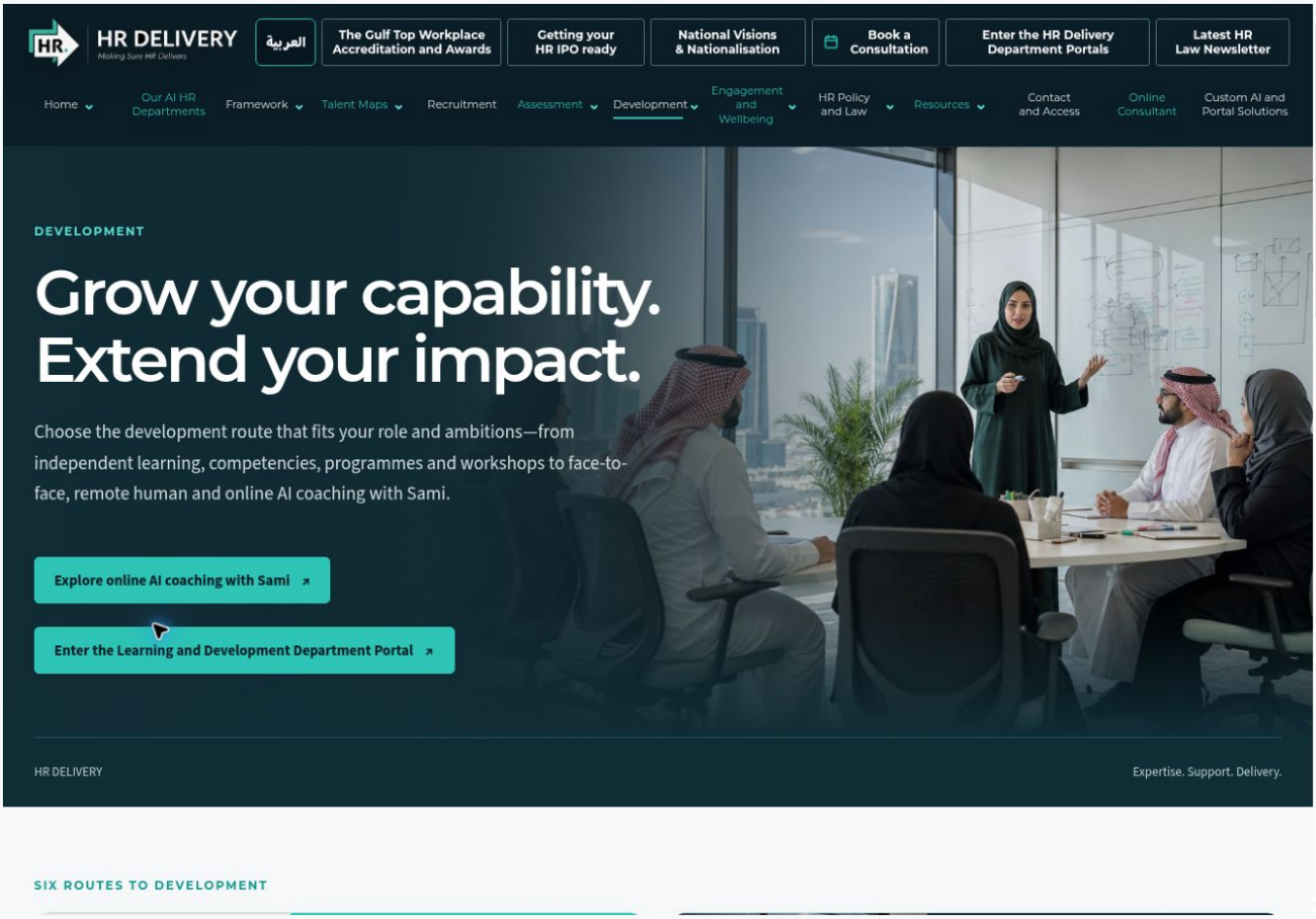


RELATED SERVICE VIEW / Public example assessment report supporting the coaching discussion; not a client result.

THE SERVICE ON SCREEN

Development-linked coaching / screen view

A complete captured view of the related resource, with its original proportions preserved.

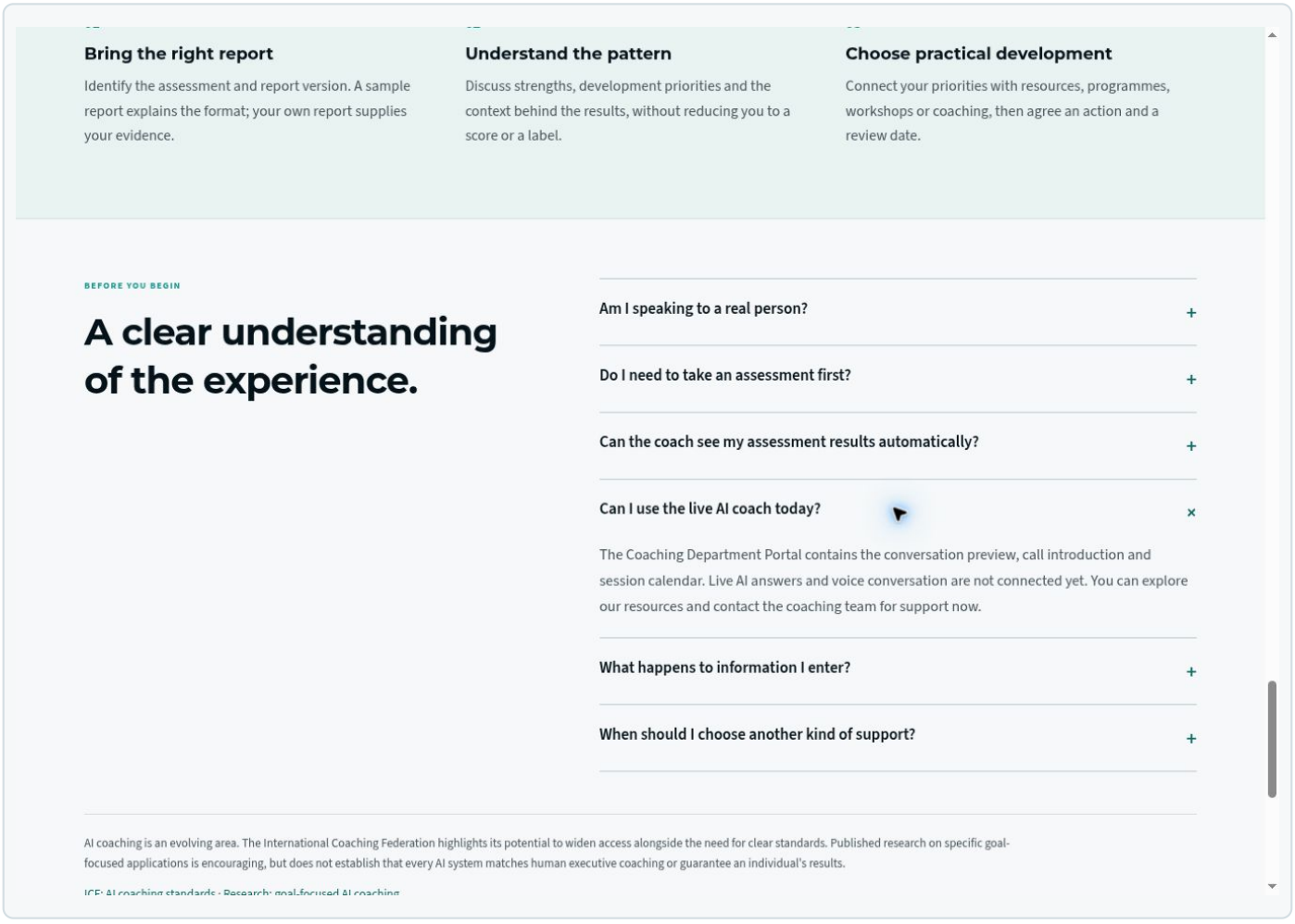


WEBSITE SCREEN / Public development programme, workshop and resource directory.

THE SERVICE ON SCREEN

Choose the right coaching route / screen view

A complete captured view of the related resource, with its original proportions preserved.



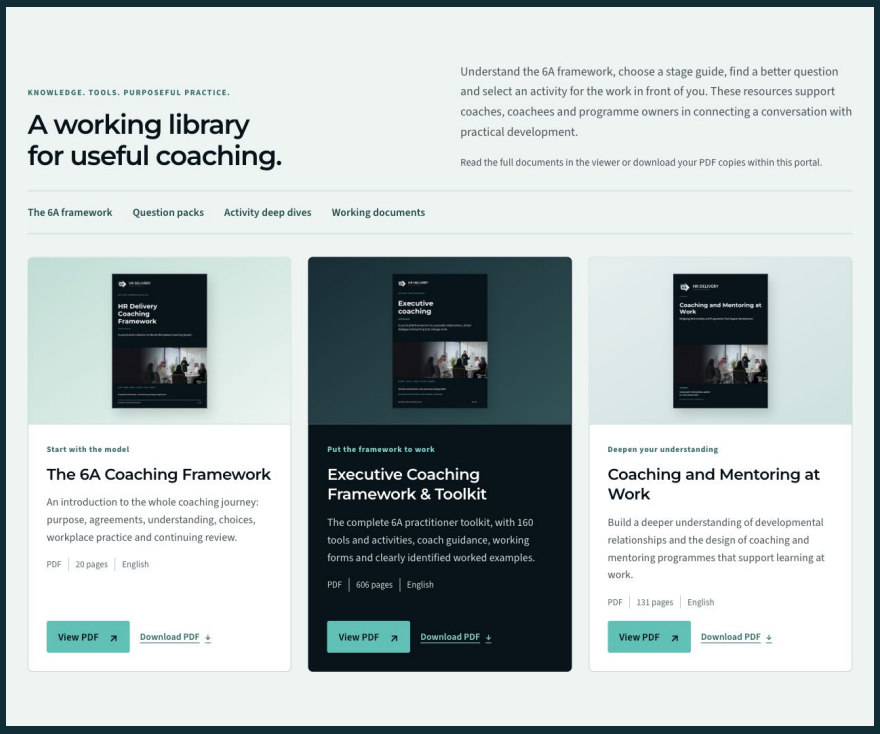
WEBSITE SCREEN / Public coaching preview and live AI connection information.

G / COACHING

02

Put the portal to work

Prepare focused coaching work, arrange the relevant support and connect discussion with development action.



PUBLISHED WORKSPACE DEMONSTRATION / Coaching library with PDF viewing and download routes; published demonstration.

PORTAL / THE WORKING SEQUENCE

Prepare, practise and review with a useful working record

The coaching portal brings the resource library and service routes into the development journey. Select framework guides, question packs, activities or operational forms for the purpose you have agreed. Use a working record to prepare sessions, capture chosen actions and reflect on application between conversations. Coaching pathways can connect assessment feedback, team evidence or a learning programme with practical review. Access, appointment confirmation and any specialist digital interaction should follow the arrangements confirmed with Lama for your engagement.

01

Agree the focus

Clarify the client's purpose, the working relationship and what would make the engagement useful in practice.

02

Prepare the conversation

Choose relevant questions, activities and examples, using assessment material as one source of reflection where appropriate.

03

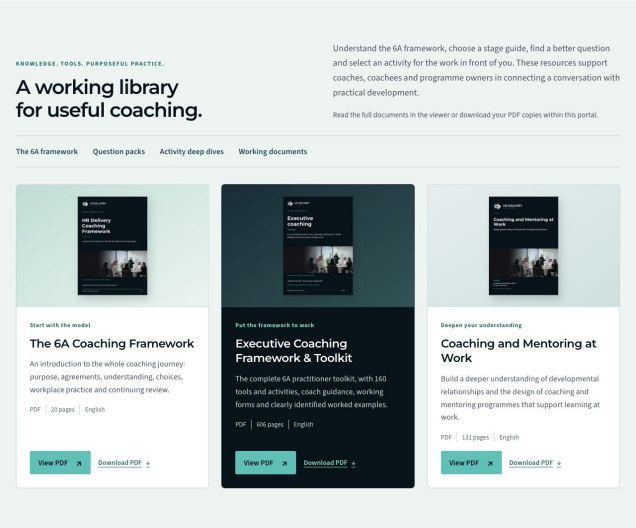
Try an action

Select a manageable workplace action and agree what the client will notice or record between conversations.

04

Review the experience

Discuss what happened, what the client learned and which action or question deserves attention next.



PUBLISHED WORKSPACE DEMONSTRATION / Coaching library with PDF viewing and download routes; published demonstration.

BRING TO THE WORKSPACE

- A clear development purpose or question to explore
- A relevant work example and any appropriate feedback
- Preferred session format and agreed participation arrangements
- A way to record chosen actions and observations

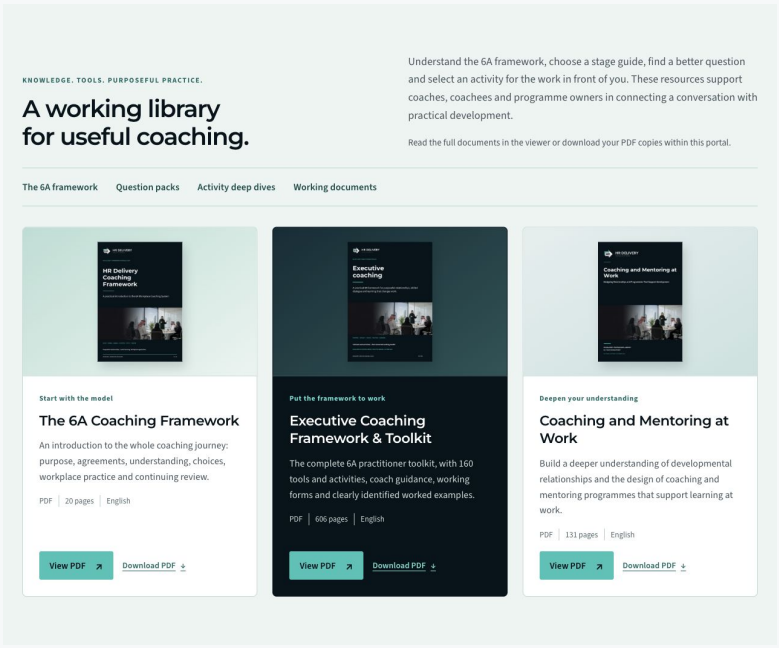
WORK TOWARDS THESE OUTPUTS

- A focused coaching brief
- Selected framework and resource material
- Agreed workplace actions
- A working record for subsequent review

G2 · PORTAL · EXECUTIVE COACHING

Coaching Department portal

Start a purposeful development conversation through the coaching portal, connecting the 6A approach and resources with the appropriate service route.



PUBLISHED WORKSPACE DEMONSTRATION / Coaching library with PDF viewing and download routes; published demonstration.

WHAT IT GIVES YOU

Connect the library with coaching pathways, Sami's workspace and session-booking information. Select materials for the development purpose and confirm service arrangements for any human session or connected specialist interaction.

YOUR OUTPUTS

- Relevant coaching resources
- A selected development pathway
- Preparation for the next conversation

HOW TO USE IT

1. **Set the purpose.** Define the individual or team development question to work on.
2. **Choose the support.** Select relevant resources and the appropriate coaching or service route.
3. **Plan the next step.** Agree preparation, actions and review arrangements for the chosen route.

WHY THIS HELPS

Gives clients a common entry into coaching and helps them select materials or services for a clearly defined development purpose.

IN YOUR ORGANISATION / ILLUSTRATIVE

Illustrative example: a client enters the coaching route with an agreed development goal. They select a framework guide and a working form, prepare a question for the next session and confirm any service or digital-access arrangements with Lama before relying on them. What should your coaching workspace help you prepare, record or review during this engagement?

SERVICE CONTEXT / Live specialist AI connection pending.

SOURCE: HR.DELIVERY / PORTALS

G2 · PORTAL · EXECUTIVE COACHING

Coaching portal and resource library

Find a framework, question pack, activity or working document that fits the coaching conversation you are preparing and its development purpose.

WHAT IT GIVES YOU

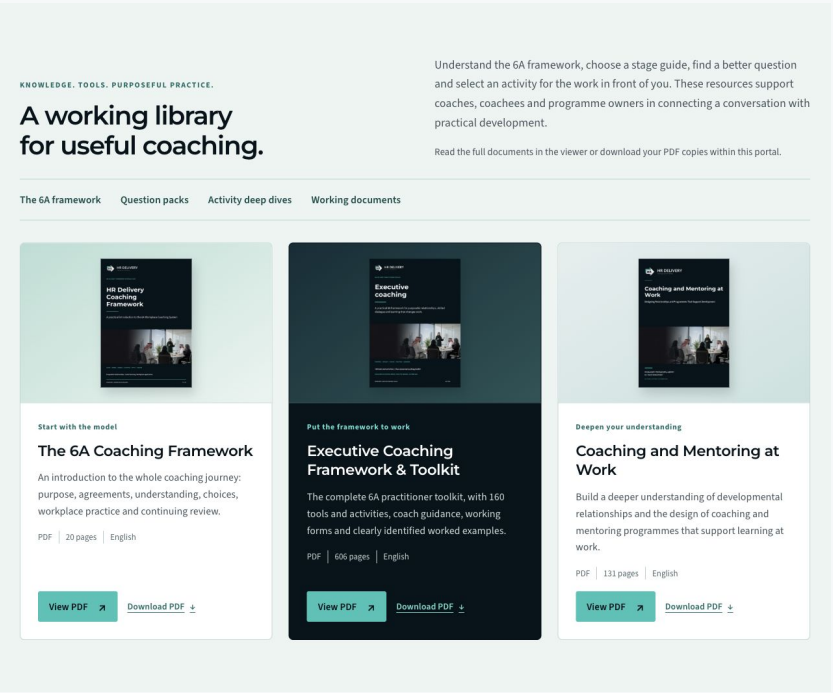
The offer describes 30 PDFs across 6A, question packs, activity deep dives and working documents. Public reading supports selection; the portal provides the described download route for continued resource use.

YOUR OUTPUTS

- A selected coaching PDF
- Conversation or activity materials
- Working documents for preparation

HOW TO USE IT

1. **Choose the category.** Start with the type of support needed for this conversation.
2. **Review the resource.** Check the PDF's purpose and relevance before selecting it.
3. **Use it deliberately.** Connect the material with an agreed question, activity or coaching action.



PUBLISHED WORKSPACE DEMONSTRATION / Coaching library with PDF viewing and download routes; published demonstration.

WHY THIS HELPS

Keeps relevant coaching resources available across the engagement and helps the coach and client prepare each conversation with a clear purpose.

IN YOUR ORGANISATION / ILLUSTRATIVE

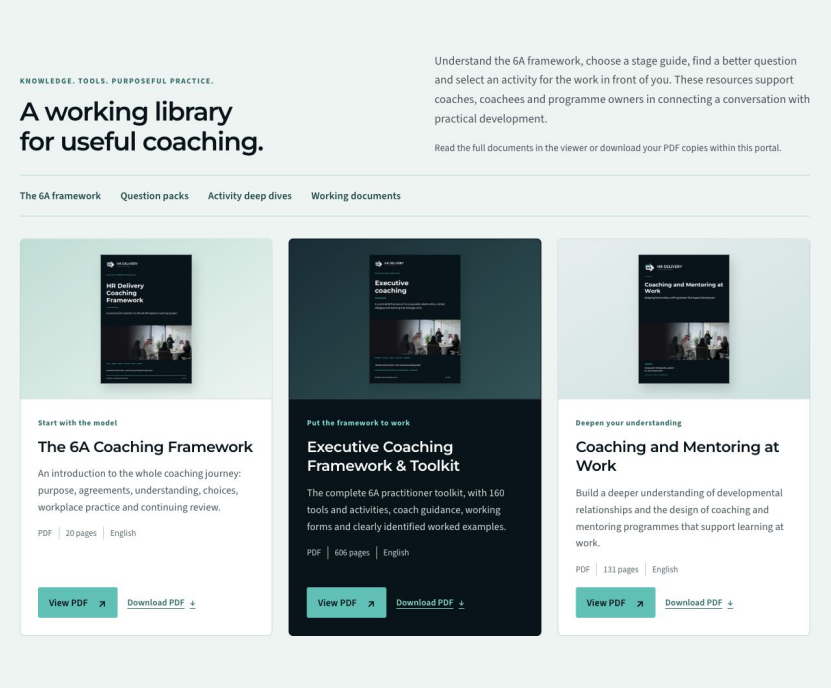
Illustrative example: a coach preparing a development conversation searches the library by resource purpose. They review a framework guide, select an appropriate activity and keep a working document for agreed actions, choosing a small useful set instead of downloading every available resource. Which library resource directly supports the conversation you are preparing?

SOURCE: HR.DELIVERY / DEPARTMENT EXECUTIVE COACHING

G2 · PORTAL · CONNECTED TALENTMAPS RESOURCES

Coaching materials and user guides

Use coaching materials, tool guides and examples to understand the development tools and prepare a practical conversation about their outputs.



PUBLISHED WORKSPACE DEMONSTRATION / Coaching library with PDF viewing and download routes; published demonstration.

WHAT IT GIVES YOU

TalentMaps combines coaching resources, tool guides and example reports. Understand the tool's purpose and output, then use suitable 6A questions or activities to turn the resulting discussion into development action.

YOUR OUTPUTS

- Relevant tool and user guides
- Example outputs for orientation
- Coaching questions and activities

HOW TO USE IT

1. **Locate the guide.** Choose the guidance relevant to the tool or development task.
2. **Understand the output.** Review examples and interpretation context before discussing a real result.
3. **Support the conversation.** Select suitable coaching questions or activities for the agreed development purpose.

WHY THIS HELPS

Helps the client understand a tool's purpose and use its output as the starting point for a focused development conversation.

IN YOUR ORGANISATION / ILLUSTRATIVE

Illustrative example: an HR practitioner reviews a tool guide and example report before discussing a development output with a manager. They then select relevant coaching questions to explore the result, keeping the guide's purpose and interpretation limits visible in the conversation. Which guide or example would help you explain this tool's output accurately to the client?

SOURCE: HR.DELIVERY / DEPARTMENT TALENT MAPS

G2 · PORTAL · EXECUTIVE COACHING

Sami executive coaching workspace

Explore Sami's coaching workspace and preview, using the framework and resources to prepare a focused leadership or development conversation.

WHAT IT GIVES YOU

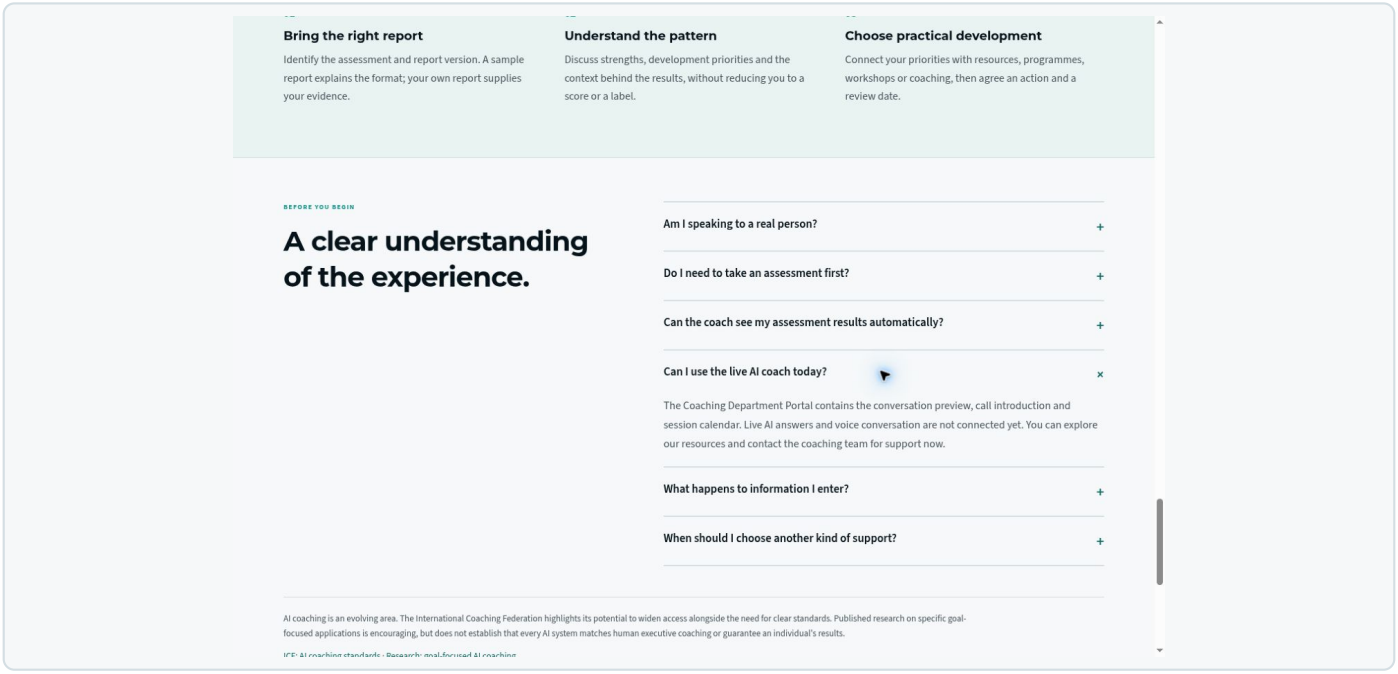
The experience introduces AI coaching and 6A through preview and resources. Live AI answers and voice need provider connections; current use supports preparation and preview rather than a connected session.

YOUR OUTPUTS

- A coaching preview
- 6A preparation resources
- A focused development question

HOW TO USE IT

1. **Prepare the question.** Describe the leadership or development issue you want to explore.
2. **Review the approach.** Use the preview and 6A resources to understand the intended experience.
3. **Choose the next route.** Select available resources or discuss human coaching while connections are completed.



WEBSITE SCREEN / Public coaching preview and live AI connection information.

WHY THIS HELPS

Lets clients understand the intended coaching approach and prepare their question with expectations aligned to the current connection status.

IN YOUR ORGANISATION / ILLUSTRATIVE

Illustrative example: a leader uses the Sami preview and 6A resources to organise a question about delegation. They ask Lama which human support and digital channels are enabled for their engagement, rather than expecting provider-backed AI answers or voice from the preview itself. Which part of your enquiry can the current resources support, and which service arrangement needs confirmation?

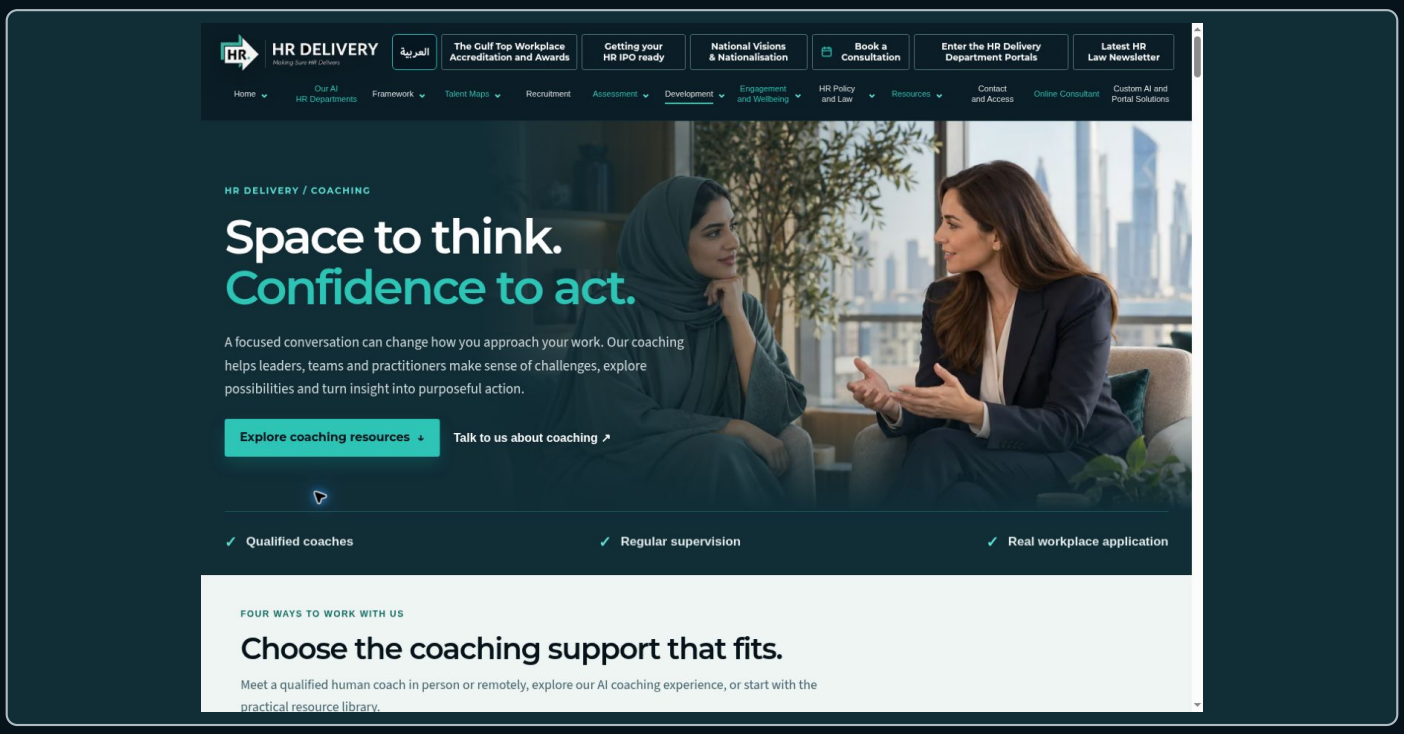
SERVICE CONTEXT / Live AI answers and voice are not connected.

SOURCE: HR.DELIVERY / ONLINE EXECUTIVE COACHING

G2 · PORTAL · EXECUTIVE COACHING

Coaching session-booking interface

Prepare a coaching request with a clear purpose and preferred arrangements, then confirm the actual appointment before relying on the requested time.



RELATED SERVICE VIEW / Public coaching service information supporting session arrangements; not a captured private booking form.

WHAT IT GIVES YOU

The offer includes a booking interface and calendar route. Prepare session details, check format and timing, and distinguish a submitted preference from a confirmed appointment with a human coaching provider.

YOUR OUTPUTS

- Session purpose and request details
- Preferred time and format
- Appointment confirmation to check

HOW TO USE IT

1. **Prepare the request.** Describe the coaching purpose and the preferred session arrangements.
2. **Review the details.** Check the requested time, format and any preparation information.
3. **Confirm the appointment.** Use the service confirmation to establish the actual session arrangements.

WHY THIS HELPS

Gives the client a structured session request and clarifies the purpose, format and timing that need confirmation before participation.

IN YOUR ORGANISATION / ILLUSTRATIVE

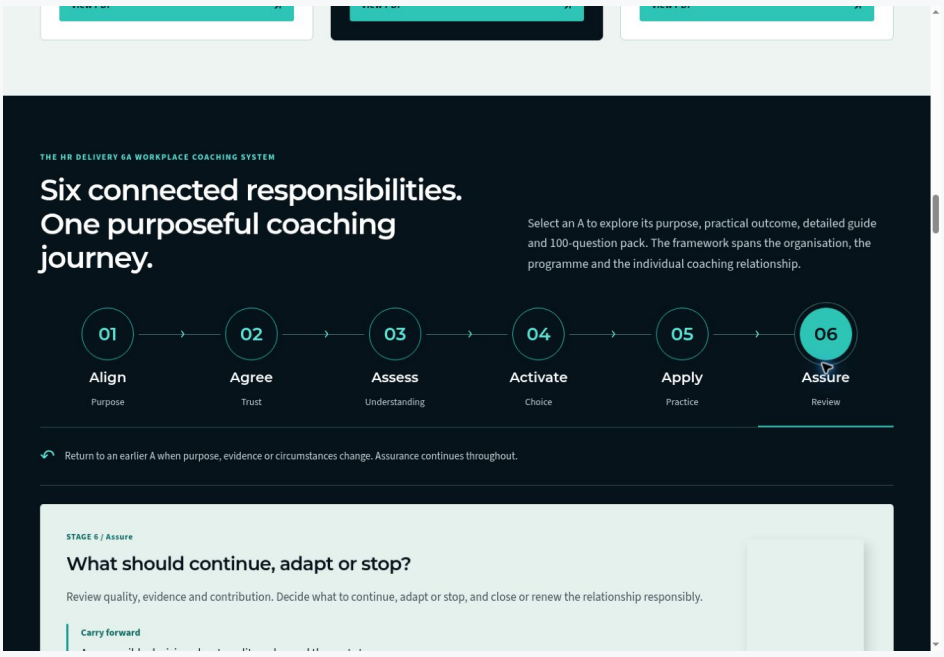
Illustrative example: a client prepares a session request with a development purpose, preferred format and possible times. They check the service confirmation before treating one of those preferences as an appointment, and clarify any preparation expected for the first coaching conversation. What must the confirmation tell you before you can plan around the session?

SOURCE: HR.DELIVERY / ONLINE EXECUTIVE COACHING

G2 · PORTAL · EXECUTIVE COACHING

A 6A journey from purpose to review

Use the 6A sequence to keep the client's purpose, choices and experience of action visible throughout coaching.



WEBSITE SCREEN / Live 6A stage explorer, shown at the Assure stage.

WHAT IT GIVES YOU

Agree focus and arrangements, explore evidence and select an action. Try it at work, then review the experience using relevant questions and resources.

YOUR OUTPUTS

- An agreed coaching focus
- A chosen development action
- Observations from application
- A reviewed next step

HOW TO USE IT

1. **Align and Agree.** Establish the purpose and how coach and client will work together.
2. **Assess and Activate.** Explore relevant evidence and choose a manageable action to try.
3. **Apply the action.** Use the agreed action in a relevant work situation.
4. **Assure through review.** Discuss what happened and decide what the client will do next.

WHY THIS HELPS

Connects the framework with a conversation while preserving the client's judgment about the action and its usefulness.

IN YOUR ORGANISATION / ILLUSTRATIVE

Illustrative example: a client agrees a coaching focus, explores the relevant evidence and selects a manageable action for an upcoming meeting. They use a suitable question pack and working record, then return to the experience through Assure to decide the next step. What will you review after the client has tried the action in practice?

SOURCE: HR.DELIVERY / DEVELOPMENT COACHING

G2 · PORTAL · EXECUTIVE COACHING

A between-session working record

Record the chosen coaching action, what happened in practice and the questions worth bringing into the next development conversation.

WHAT IT GIVES YOU

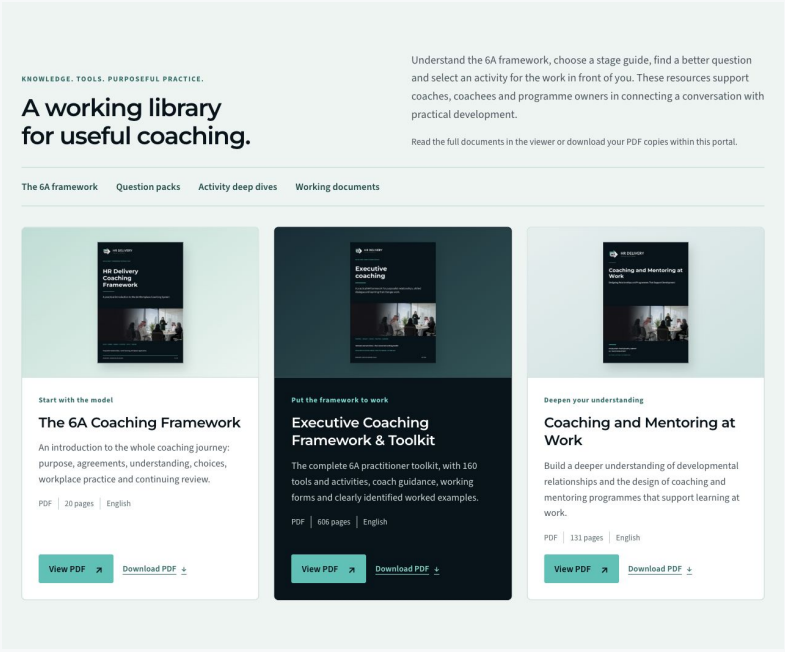
Use a workbook or form to record the commitment, observations and reflection. Retain enough context for review and agree what to share under the coaching arrangements, avoiding unnecessary personal detail.

YOUR OUTPUTS

- The agreed action and context
- Observations from workplace practice
- Reflection questions
- A next-session discussion focus

HOW TO USE IT

1. **Record the commitment.** Write the chosen action and the situation in which to try it.
2. **Notice the experience.** Capture relevant observations about what happened during the practical attempt.
3. **Prepare the review.** Choose the questions or insights to discuss with the coach.



PUBLISHED WORKSPACE DEMONSTRATION / Coaching library with PDF viewing and download routes; published demonstration.

WHY THIS HELPS

Preserves useful observations from practice and gives the next session a concrete starting point for the client's reflection and choice.

IN YOUR ORGANISATION / ILLUSTRATIVE

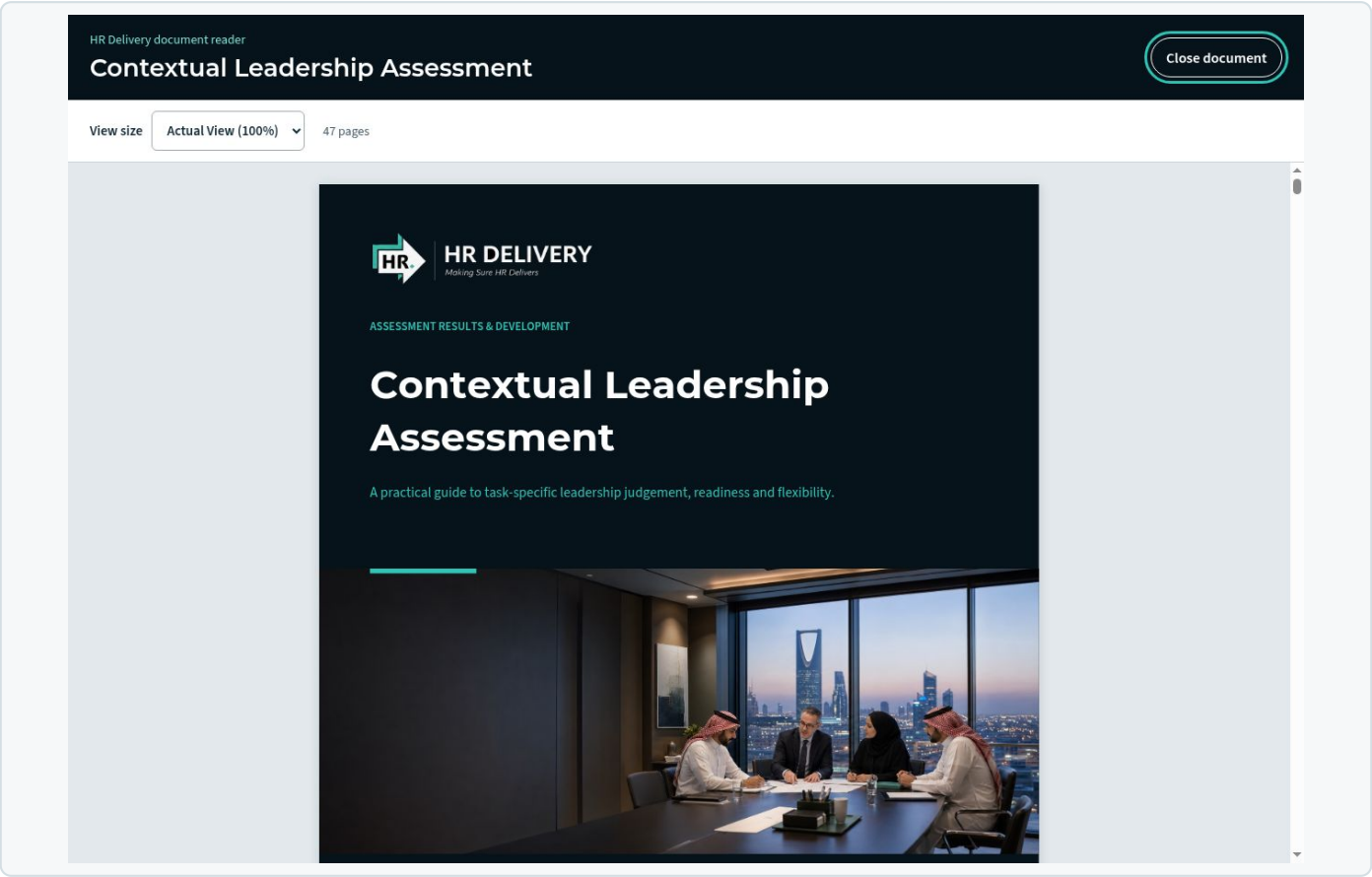
Illustrative example: a client records an agreed listening action after a coaching session. Between meetings, they note the situation, what they tried and what they observed, then select a few useful questions for review rather than creating a detailed personal diary. What observations would make the next session more useful without recording unnecessary detail?

SOURCE: HR.DELIVERY / DEPARTMENT EXECUTIVE COACHING

G2 · PORTAL · EXECUTIVE COACHING

A leader turns feedback into practice

Illustrative scenario: a leader uses assessment feedback in coaching to choose one workplace behaviour for action and review.



RELATED SERVICE VIEW / Public assessment example supporting the scenario; not a real client's result.

WHAT IT GIVES YOU

Discuss feedback alongside a work example, agree a different approach to a future conversation and review the experience before choosing the next action.

YOUR OUTPUTS

- A feedback-informed coaching priority
- A specific workplace action
- Observations for the review conversation

HOW TO USE IT

1. **Explore the feedback.** Discuss a relevant finding and the leader's own work example.
2. **Choose an action.** Agree a specific behaviour to try in a suitable conversation.
3. **Reflect on practice.** Review what happened and what the leader noticed about the experience.
4. **Decide the next step.** Choose how to continue, adapt or investigate the development priority.

WHY THIS HELPS

Connects assessment insight with coaching without assuming the report explains behaviour completely or guarantees a particular change.

SOURCE: HR.DELIVERY / DOCUMENT VIEWER

CLIENT APPLICATION

A leader turns feedback into practice

A practical way to bring the tool into an organisational conversation.

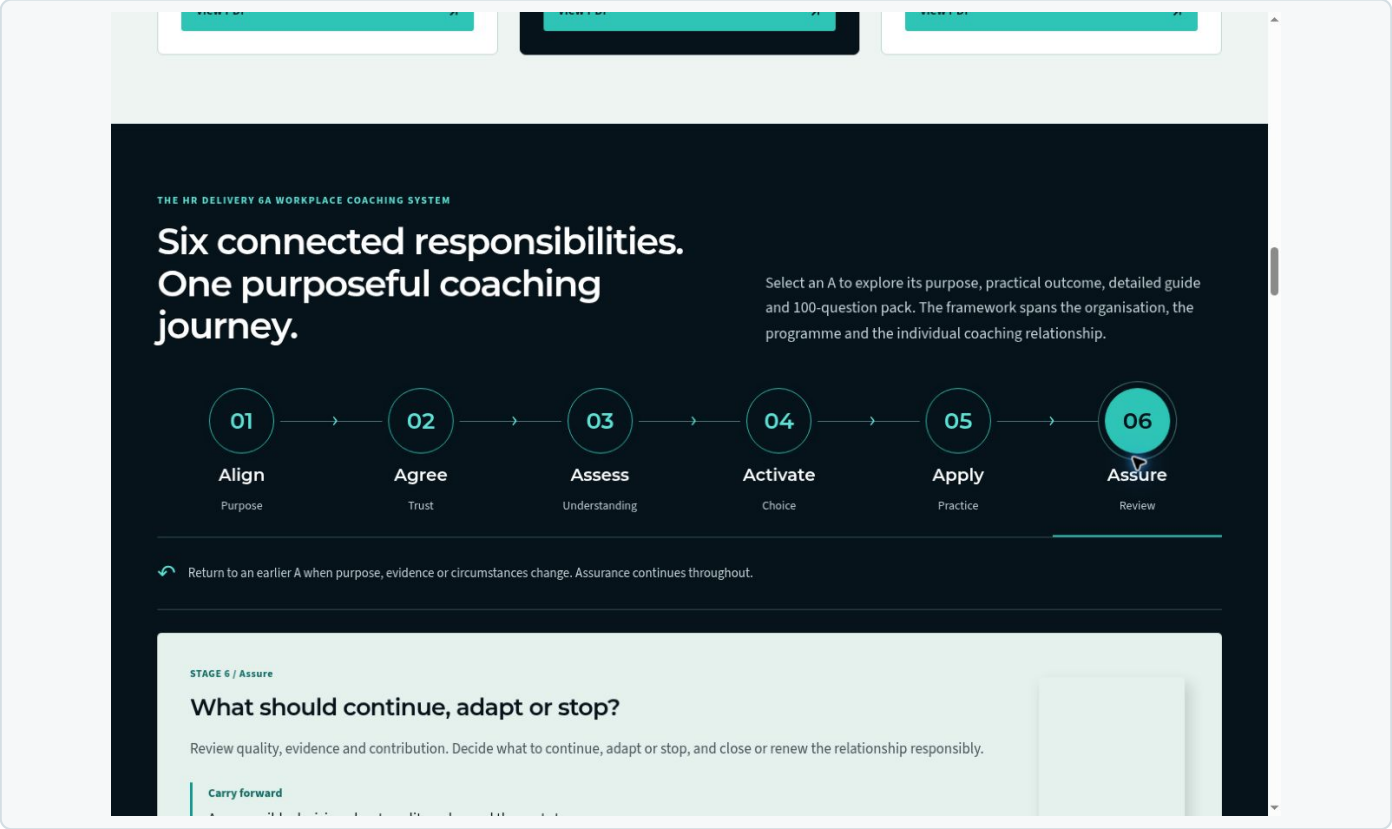
FROM THE MAIN CLIENT GUIDE

Illustrative only. No client identity, assessment score or measured coaching outcome is asserted.

ILLUSTRATIVE CLIENT EXAMPLE

Illustrative example: a leader uses assessment feedback to consider how they respond when challenged. They choose a different response for one suitable conversation, record what happened and discuss the experience with the coach, without claiming that a single attempt proves lasting behavioural change.

What would help you distinguish a useful learning observation from a claim that the coaching has already succeeded?

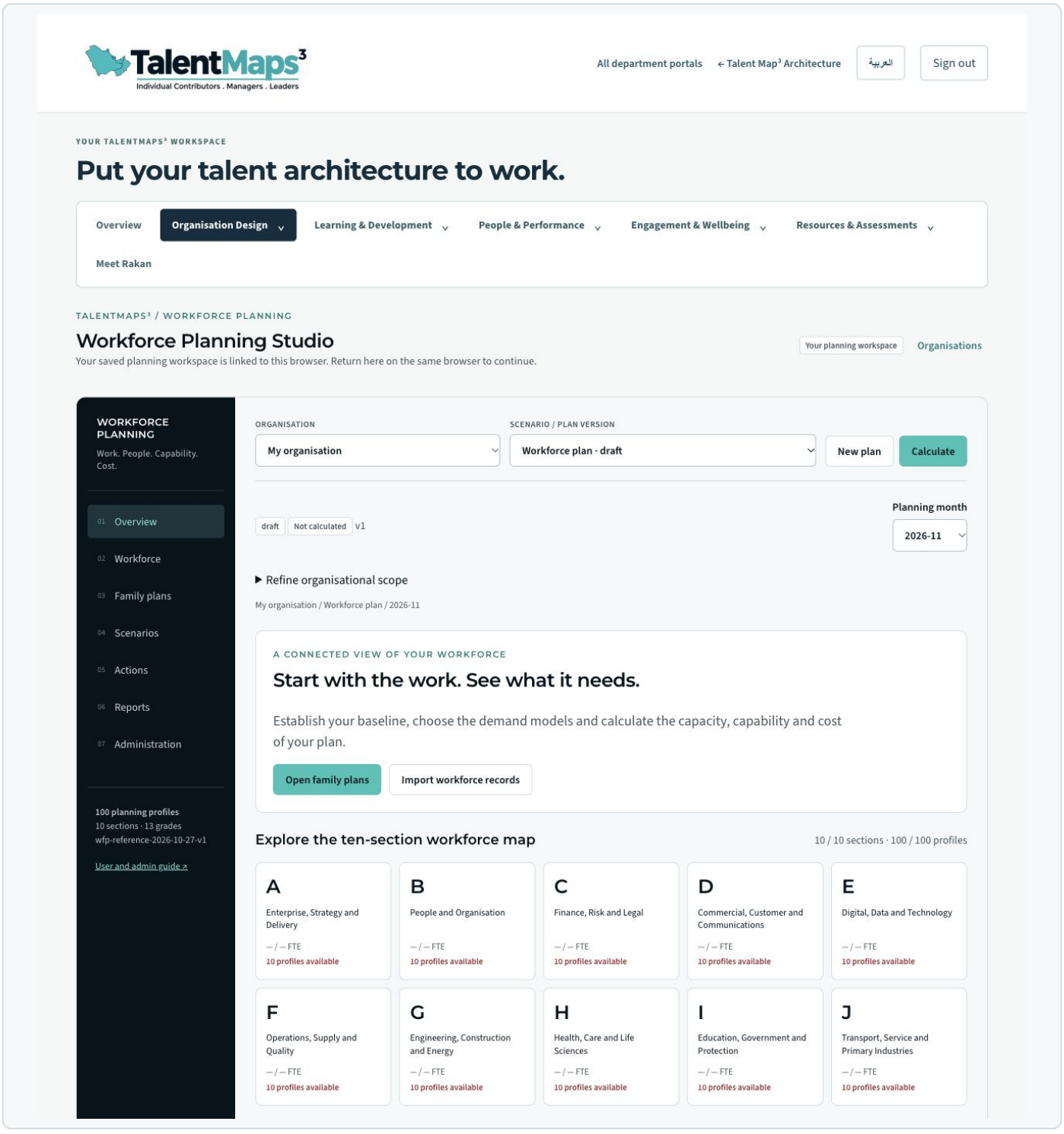


WEBSITE SCREEN / Live 6A stage explorer, shown at the Assure stage.

THE SERVICE ON SCREEN

Related context: workforce and talent planning

This TalentMaps demonstration shows the wider planning environment around the coaching resource routes. It is a related workspace view, rather than a coaching session screen.



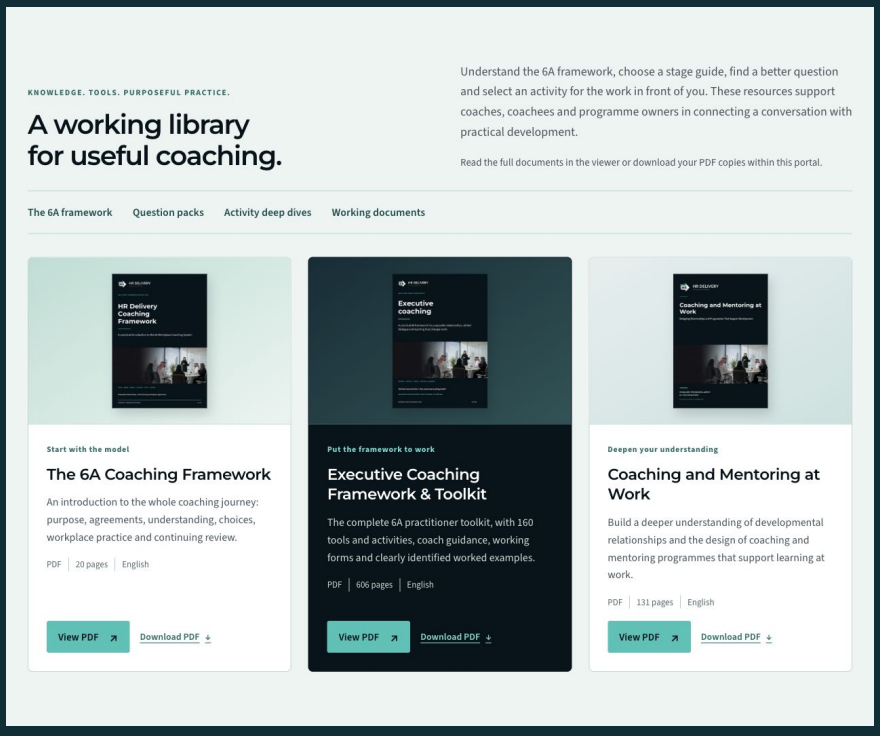
PUBLISHED WORKSPACE DEMONSTRATION / Workforce Planning Studio: models and navigation. English interface; isolated demonstration workspace, no client or employee records.

G / COACHING

03

See the service in practice

Two illustrative client journeys connect the tools with a business need, a working sequence and useful outputs.



PUBLISHED WORKSPACE DEMONSTRATION / Coaching library with PDF viewing and download routes; published demonstration.

CLIENT JOURNEY / 01

Turn assessment feedback into a coaching question

Illustrative scenario: a senior manager receives assessment feedback and wants to understand how it relates to a recurring difficulty in meetings. They select one relevant finding, bring recent examples and arrange a coaching conversation to explore possible explanations before choosing a practical action to review.

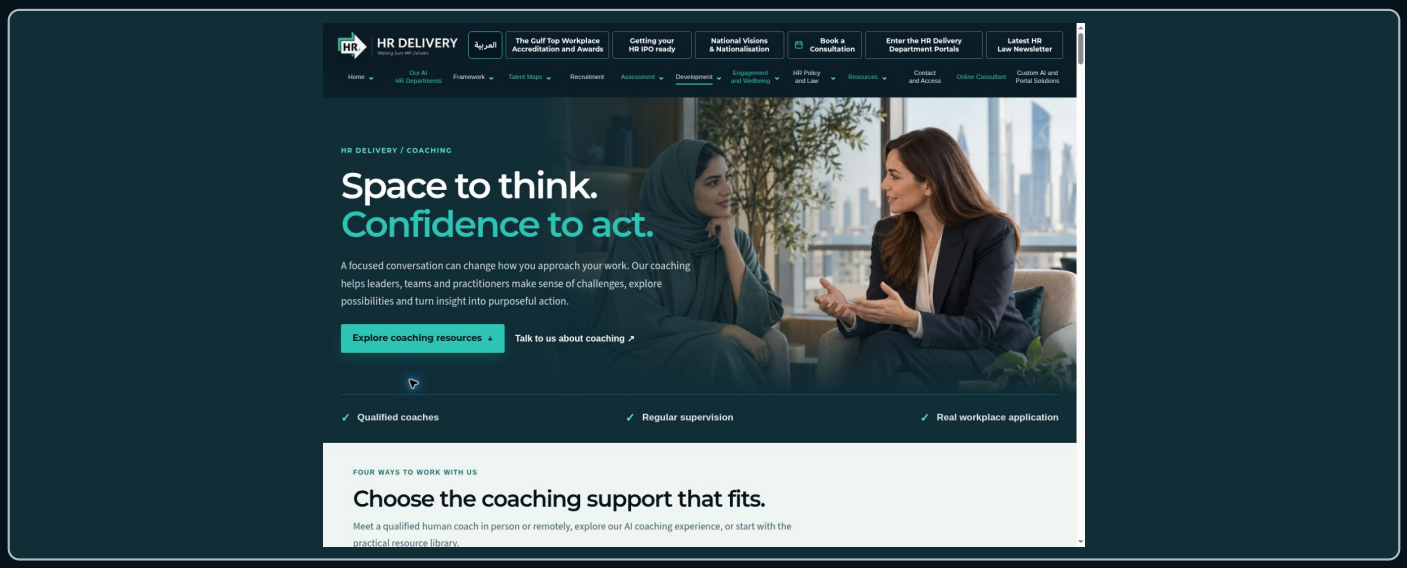
1. **Prepare the evidence.** Bring the relevant report section and work examples, keeping the client's own interpretation open for discussion.
2. **Agree the question.** Identify the finding that matters for the development goal and consider what additional context it needs.
3. **Choose a practical action.** Agree a manageable change to try in a suitable meeting or conversation, with clear observations to notice.
4. **Review what happened.** Discuss the experience and decide whether to continue, adapt the action or explore another explanation.

WHAT THE WORK PRODUCES

- A feedback-informed coaching priority
- A defined action for a work situation
- Questions and observations for the next review

THE VALUE FOR YOUR TEAM

Connects assessment insight with the client's experience and choices, providing a practical development conversation without treating a report as a complete explanation of workplace behaviour.



WEBSITE SCREEN / Public coaching framework, service and resource overview.

EXPLORE NEXT / Assessment-linked coaching (p020) · The 6A Coaching Framework (p014) · Activities and workbooks (p016)

CLIENT JOURNEY / 02

Help a team agree how it will work together

Illustrative scenario: a project leadership team is experiencing unclear handovers and repeated decisions. It arranges team coaching around shared work, considers relevant team feedback and chooses specific commitments about decision ownership and communication, with a review after the next project milestone to discuss the experience.

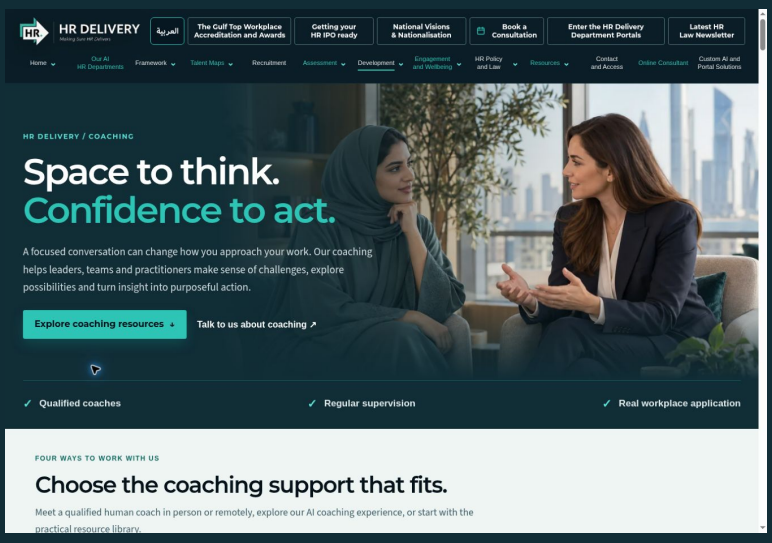
1. **Define the shared work.** Agree the team purpose and a practical issue that members can examine through examples from their work.
2. **Explore the evidence.** Discuss relevant team findings and different perspectives without using profiles as fixed labels for individual members.
3. **Agree the commitments.** Choose clear ways of working around handovers, communication or decisions, and identify what members will observe.
4. **Return to the experience.** Review the commitments after a suitable work period and agree what to retain, adapt or explore further.

WHAT THE WORK PRODUCES

- A shared team coaching focus
- Agreed working commitments
- A review agenda grounded in team experience

THE VALUE FOR YOUR TEAM

Gives the team a structured way to discuss its work and revisit commitments, with shared responsibility for testing whether the chosen arrangements are still useful.



WEBSITE SCREEN / Public coaching framework, service and resource overview.

EXPLORE NEXT / Team coaching pathways (p021) · The 6A Coaching Framework (p014) · Coaching operational forms (p017)

SERVICE ARRANGEMENTS

A clear handover helps your team start well

Agree the people, workspaces, outputs and service connections required for your assignment.

SCOPE AND RESPONSIBILITY

Confirm the business question, participating colleagues, outputs and the decisions that remain with your authorised team.

ACCESS AND COMMUNICATION

Lama can coordinate the relevant portal route and service setup. Specialist AI profiles are virtual characters; enabled chat, call, email and Telegram channels depend on the agreed provider connections.

SCREENS AND EXAMPLES

Screens show the public website, published workspace demonstrations or related service views, as labelled. Examples in this brochure are illustrative; they do not report client results or completed private transactions.

REVIEW AND RELEASE

Adapt models and documents to the assignment. Agree professional review, approval, release and record-handling arrangements before organisational use.

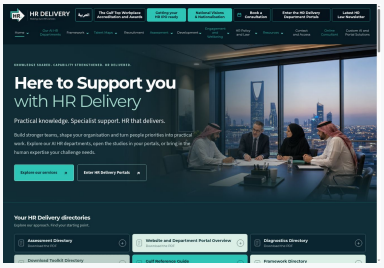
USEFUL DIRECT ROUTES

Speak with Lama

Explore the portal directory

Request a conversation with Dr Phillip

Contact HR Delivery



Source basis: the approved HR Delivery Client Guide and its linked site review, expanded with client applications. Mission, vision and pledges were checked against HR Delivery's public site in November 2026. Catalogue counts refer to the stated inventory, not a promise of future totals.

YOUR NEXT STEP

Bring the question. Agree a useful next step.

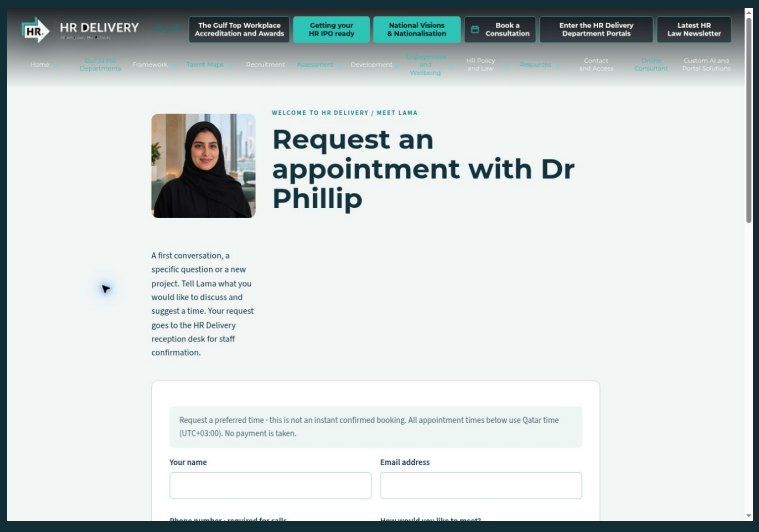
You do not need a complete development plan before making a coaching enquiry. A work question, a difficult situation or a piece of feedback can provide a useful starting point. Explore the approach, choose the resources that help you prepare and speak with Lama about the right service arrangement. Confirm the purpose, format and enabled access route, then agree a practical next conversation that fits your circumstances and development priorities.

A PRACTICAL START

- Write the work or development question you want to explore.
- Select a relevant coaching route or resource to discuss with Lama.
- Confirm the service arrangement and prepare one useful work example.

A STARTING BRIEF YOU CAN ADAPT

Tell us the question you want to explore, the work context and what a useful conversation would help clarify. Include your preferred format, possible timing and any assessment or team material you may wish to discuss with the appropriate coach.



WEBSITE SCREEN / Public appointment-request route: requests are reviewed by the team.

Start with Lama

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