

# Unlock Your Potential: Executive Coaching and Mentoring

With Samantha Hulson and Birch-HR Master Coaches and Mentors

# About Samantha Hulson

I am an ILM Level 7 Executive Coach and Mentor and a Chartered Fellow of Chartered Institute of Personnel and Development (CIPD), with over 25+ years of experience, knowledge and skills in leadership, people management, and personal transitions. I successfully led and managed the largest children's services directorate HR service in Europe, transforming a failing provision to providing outstanding customer service (98% client satisfaction). I started a new HR Consultancy business in 2016 and Birch-HR now provide a comprehensive range of services to the education and private sectors, such as complex workplace investigations, employee relations advice, mediation, training and leadership development.



I provide confidential, strategic high-impact coaching and mentoring tailored to your unique journey, unlocking potential and leading high-performing teams.

- ILM Level 7: Internationally recognised qualification for skilled Executive Coaches and Mentors
- Chartered Fellow: Thought leader, influencer, and expert change agent
- DiSC Certified Practitioner. DiSC is an acronym that stands for Dominance, Influence, Steadiness and Conscientiousness. These are types of behavioural styles
- Executive coaching and mentoring across sectors up to C-suite level
- Entrepreneurial insight. Entrepreneurs are often innovators, new ideas, risk taking, vision, resilience and adaptable individuals (often navigating set-backs to achieve success)

## What is Executive Coaching and Mentoring?

### Executive Coaching

Executive Coaching is a goal-oriented development collaborative process designed to challenge and inspire individuals and teams to achieve peak performance. The International Coaching Federation (ICF) defines coaching as 'partnering with clients in a thought-provoking and creative process that inspires them to maximise their personal and professional potential. Many coaches see themselves as human potentialists and the field of coaching is diverse and covers many areas of development.

## Executive and Senior Level Coaching:

- Focuses on perspective
- Orientation is on solution and capacity for change
- Achievement focussed/goal oriented
- Co-creation of goals and actions
- Shorter term
- Not diagnostic
- Clarifying for clients
- Clients are viewed as already whole when entering a coaching relationship (it is not counselling or therapy)
- Change is self-developed
- According to ICF 80% of people who receive coaching report increased self-confidence and coaching boosts productivity by 86% compared to 22% with training alone

## Mentoring

Mentoring is a relationship with an experienced leader sharing knowledge, career insight, advice, and solutions.

### Mentoring:

- Providing a longer-term partnership for career development guidance
- Providing a safe space for informal meetings and discussions
- Development driven to expand your professional insight
- Based on looser parameters for your growth
- Providing experienced professionals who have seniority who are paired with you, as a developing expert
- Focusses on advice for expansion of your personal and professional expertise
- Provides agendas that are typically generated by you, as the mentee, as well as mentor development-based questions to enhance your knowledge
- According to Chartered Management Institute (CMI) (2021) Executives in mentoring programs are 5x more likely to get promoted
- According to CIPD (2022) 80% of UK organisations report mentoring positively impacts engagement and retention





# EXECUTIVE COACHING AND MENTORING SERVICES

## Executive Coaching:

- Enhancing leadership presence
- Developing strategic thinking
- Improving emotional intelligence (EI)
- Navigating complex challenges & advancing decision making
- Growing career navigation knowledge and capacity

## Mentoring:

- Enhancing career development
- Developing Influence and confidence building
- Providing industry insight
- Developing network growth and professional impact

## Career & Lifestyle Coaching:

Providing career clarity

Unlocking new professional and/or personal opportunities

Improving work-life balance

Heightened confidence building

Creating enhanced professional and personal branding

## Business Coaching:

- From ideation to sustainable growth
- Building influence, and improved skills to lead and grow with clarity and drive results
- Providing vision into an actionable business strategy
- Enhanced ability to unlock revenue growth with modern strategies
- Providing clarity, efficiency, and control

## Retirement Coaching:

- Providing improved identity, goals & purpose post-work
- Enhanced lifestyle planning after leaving your job/business
- Building emotional readiness & support





## WHY WE ARE DIFFERENT:

01

We walk the talk, having overcome our own challenges and built success from the inside out.

02

We blend intuitive wisdom with strategic thinking, giving you both insight and direction.

03

We create a safe, inclusive space where growth feels natural, supported, and sustainable.

04

We focus on whole-person coaching and mentoring for real impact

*The quality of a coaching experience is defined by the quality of the coach. We've gathered the best, so you can become your best.*

# MEET OUR MASTER COACHES & MENTORS

At the heart of our services are **world-class Master Coaches and Mentors**, leaders, innovators, entrepreneurs and change-makers with decades of real-world experience. Each brings a unique blend of **expertise, empathy, and empowerment** to help you unlock your full potential.

## Who They Are:

**Industry Experts** with proven track records in leadership, entrepreneurship, coaching, mentoring and personal development

**ILM Level 7 (Masters Level) or EMCC Certified Coaches and CIPD qualified** trained in evidence-based methodologies

Trained in theory-based methods: GROW, CLEAR, OSKAR, Wheel of Life, Bridge's Transition Model, Lencioni

**Thought Leaders & Content Creators** who have spoken on national platforms and shaped industries

## What We Offer:



### One-on-One Mentorship

Tailored to your personal and/or professional goals.



### Group Coaching Sessions

That build connection, insight, and accountability.



### Workshops & Masterclasses

On everything from mindset mastery to strategic growth.



### Transformational Support

Through every stage of your journey, clarity, action, and breakthroughs.

# HOW IT WORKS



## Discovery Session

Complimentary consultation to discuss your goals. Coaching can be face-to-face or via Teams.



## Customised Coaching Plan

Personalised coaching agreement and plan tailored to your objectives and sponsor (if relevant)



## Ongoing Coaching

Regular sessions for continuous progress and action planning.



## Results & Evaluation

Tracking development and measuring coaching impact.

## WHO WE WORK WITH

C-suite & Senior Leaders

People in career transition

Mid-career professionals & emerging leaders

Professionals seeking clarity & growth

Entrepreneurs & consultants

Retirees & planners

## YOUR OPTIONS

Individual Coaching or Mentoring Packages (Flexible)

Group Workshops

Leadership Workshops & Training

DiSC Profile Assessments for Team & Individual Behaviour Insights



## CONTACT US

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**Ready to start your journey?**  
**Book your free discovery session today**