



# RECONNECT

Passion | People | Purpose

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**RECONNECT WITH PURPOSE**

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**RECONNECTING WITH  
THE PASSION THAT  
DRIVES YOUR PURPOSE**

# WELCOME

Welcome to Reconnect! Congratulations on taking the first step on what we hope will be a powerful journey of organisational growth.

We believe Reconnect with Purpose is an incredible vehicle for organisational improvement. As you know, engaging in a developmental programme represents a significant commitment of time and money, and we want you to get the most value, and impact, from your investment. This document is designed to help you understand what our Reconnect with Purpose offer is, how it works and what benefits you can expect.

## ABOUT RECONNECT

Reconnect is an executive coaching company. We specialise in leadership development for individuals, teams and entire organisations. Our approach is systemic and psychodynamic, meaning we work with the whole person within the context of their organisation.

## WHY RECONNECT WITH PURPOSE?

Knowing our purpose as an organisation is fundamental to success; it gives our work meaning, connecting us to something higher, something bigger. Sometimes organisations can lose their connection with the idea or vision they started with. The operating context can change dramatically, and your intended purpose loses relevance. When this happens you can become stuck or lost, uncertain of your direction, disconnected from the sense of purpose that gives work meaning. Our Reconnect with Purpose offer is designed to help your organisation get on track and align your team with a compelling vision for the future.

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“The challenge is to continue to think in the moment when confronted with considerable pressure to be distracted from the purpose, and to retreat from the discomfort of the situation”.

Wilfred Bion

## OUR APPROACH

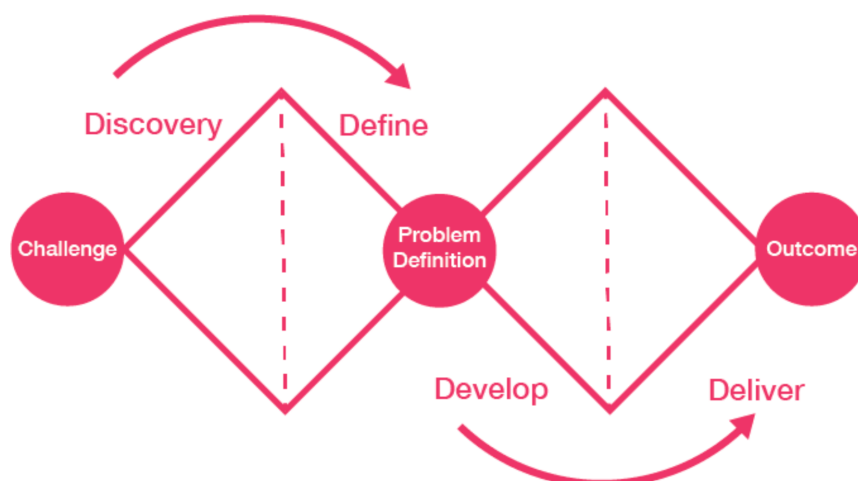
Our approach is systemic and psychodynamic. We work with the whole person in the context of their wider organisation, helping you uncover unconscious ‘hard to reach’ issues that are getting in the way of your personal and organisational success. Our awareness centred approach to coaching helps individuals, teams and entire organisations see what is really going on. By working systemically we help you see the connections between your inner system, within your team, and the wider organisation.

Leading from this awareness of self and system, you are able to reconnect with your organisation’s reason for being, articulating a vision for the future that your people understand. We create the psychological safety necessary for creativity and innovation and support you to explore the normative questions like: Why do we exist? What do we do? And how do we do it?

“Few of us realise that it is not what we do but what we are in service to inside that makes all the difference”. Dr. James Hollis

## HOW IT WORKS

We use the Double Diamond design process developed by the British Design Council, to help you reconnect with your organisation’s purpose. The Double Diamond employs an iterative process of divergent and convergent thinking to find your purpose. It starts with a conversation at the set-up phase and then a series of workshops to help you come up with your answer to your question.



## **Phase One: Discover**

In this first phase of the work, the task is to discover what is going on in the system. All organisations are emotional arenas, where feeling shapes events and events shape feeling. Our systems-psychodynamic approach allows leaders to see these inner and outer events; growing in awareness you learn as an individual, team and entire organisation. This discovery work is essential, although often neglected in our urgency to 'get things done!' Together we explore what is happening in the system and uncover what might be getting in the way of you achieving your purpose. We seek to understand the ideas that your organisation was founded upon, the origins of this initial vision and its relevance today. This phase allows you to contract fully with the primary task of defining your purpose as an organisation, from a place of awareness and understanding.

## **Phase Two: Define**

In phase two we explore three fundamental questions: why, what and how? The answers to these questions speak directly to the vision, mission and values of an organisation and allow you to start to be clear about where you are going and how you are going to get there. To do this we use divergent thinking, before converging on what it is that defines you as an organisation.

## **Phase Three: Develop**

The output of phase two is a statement of why you exist, your value proposition and the emerging values that will guide you on the journey. In phase three, these statements are tested and distilled to the point that the leadership team can agree and stand firmly behind them. Again, we work with what is below the surface, the unconscious and unsaid material that is often at the heart of the destructive patterns of behaviour that can keep organisations stuck. The output of phase three is an agreed statement of purpose that will underpin your organisation's strategy.

## Phase Four: Deliver

In this phase we deliver a roadmap for implementation: a framework that describes your purpose as an organisation and the necessary behavioural change. Central to this plan is creating the right leadership, ensuring that your people are aligned with your purpose. Understanding the key assumptions and the potential risks will be vital as you describe the behavioural change necessary to deliver. To complete your plan we pursue the Purpose Framework below.

### Purpose Framework

|       |         |   |
|-------|---------|---|
| Why?  | Vision  | <ul style="list-style-type: none"><li>• Why we exist</li><li>• Our purpose</li><li>• Vision for the future</li></ul>              |
| What? | Mission | <ul style="list-style-type: none"><li>• What we do</li><li>• Our value proposition</li></ul>                                      |
| How?  | Values  | <ul style="list-style-type: none"><li>• What we believe in</li><li>• Guiding principles</li><li>• Leadership behaviours</li></ul> |

## WHAT ARE THE BENEFITS?

At the end of a Reconnect with Purpose project you are left with a clear expression of your purpose: why you exist as an organisation. You would have articulated a compelling vision for your future success, as well as affirming what value you create. Finally, this offer will enable you to define the values that will guide how you will work and lead.

- Clear statement of purpose
- Vision for future success
- A proposition that explains your mission
- The values that guide how you work
- A description of the behaviours that will deliver the change

“Purposeful living arises naturally from deep within as an urge to engage in activities that uplift self and the others. If what you are doing feels like this, chances are you are fulfilling your purpose”.

Malidoma Some

## OUR TEAM

Reconnect’s coaches all come to the task of leadership development with their own unique backgrounds and interests. Each coach shares an approach which is focussed on psychodynamics and systems thinking.

## OUR COACHES

- Are qualified and accredited in a proven model of coaching
- Are trained in psychodynamics and systemic approaches
- Use a clear coaching methodology
- Are experienced in leadership, business and organisational development
- Are experienced in coaching executives in senior leadership roles
- Undertake supervision, personal therapy and ongoing professional development
- Work with the European Mentoring and Coaching Council’s (EMCC) Global Code of Ethic

## YOUR INVESTMENT

Your investment will vary depending on your specific requirements. Our typical rates are as follows:

Day Rate: | £1,600

Executive Coaching Session | £600

Team Coaching Session | £800

We discount our rates for public sector and not-for-profit organisations.

## CONNECT WITH US

At Reconnect we are passionate about the power of leadership to transform organisations and create value. Whenever you are ready, we are ready to talk to you. To discuss your leadership development needs as an individual leader, team or entire organisation. You can connect with us in the following ways:

Email: [hello@reconnectcoaching.co.uk](mailto:hello@reconnectcoaching.co.uk)

Online Form: [www.reconnectcoaching.co.uk/contact](http://www.reconnectcoaching.co.uk/contact)

Book Discovery Call: [www.reconnectcoaching.co.uk/booking](http://www.reconnectcoaching.co.uk/booking)

Telephone: +44 (0)7793436324

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