Woodland Growth

FAQ

A practical introduction to Woodland Growth: how the coaching works, the client journey, and what is involved for individuals and organisations.

See differently. Act differently.



WOODLAND

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About Woodland Growth

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What is Woodland Growth?

01 Woodland Growth is a coaching-led platform for people and organisations who want to evolve and create inspiring futures. At its core are deeply connected, candid conversations that allow clients to see themselves, their circumstances and their possibilities differently. *A shift in perspective can open up different choices and make new action possible.*

The work is personal rather than formulaic: Woodland Growth provides a clear structure and methodology, while each client brings the material that matters in their own life, work and relationships.

Coaching is the foundation, with the broader Woodland Growth platform extending into deeper individual work, organisational engagements, immersive experiences and other ways for people and teams to create meaningful change.

How does Woodland Growth work with clients?

02 Woodland Growth combines unusually deep attention with the skill to identify and challenge assumptions, judgements and patterns that clients may defend, overlook or simply be unable to see from inside their own thinking. The result is a coaching relationship in which people feel deeply understood, while gaining access to perspectives and possibilities that can change how they think, decide and act.

The work draws on experience, observation, curiosity, candour and challenge to surface underlying beliefs, tensions and contradictions and open up fresh perspectives and possibilities. It is highly personal and responsive to what emerges rather than driven by a predetermined script or formula.

How is this different from advice, mentoring or consulting?

03 The role of the coach is to observe, question and challenge in ways that broaden perspective and surface possibilities the client may not previously have considered. The aim is not to tell a client what to do, but to allow them to see more clearly, make decisions they genuinely own and act from a broader perspective.

Advice, mentoring and consulting generally begin with recommendations, direction or answers from outside the client. Woodland Growth takes a different approach: *the client remains the authority on their own life or business.*

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Does Woodland Growth use a defined methodology, or is every engagement bespoke?

04 Woodland Growth has a clear methodology and client journey: *there is structure and progression, but not a formula.*

The work draws on perspective, recognition, integration, demonstration and continued evolution, while the coaching itself remains responsive to the individual and their circumstances in real time.

Each client brings their own material because they are the material. The framework gives the work coherence and depth, and enough structure for clients to understand their development, without forcing them through an identical curriculum or distracting from the conversations at the heart of the work.

Who Woodland Growth Works With II

Who does Woodland Growth work best with?

05 Woodland Growth works best with individuals and organisations committed to meaningful growth and prepared to act on it. At the individual level, that means capable, curious and committed people who are open to being challenged, are genuinely interested in their own growth and want to realise new possibilities as they emerge.

That can mean someone who is already thriving and wants to see what more is possible, or someone who feels stuck, misaligned, under pressure or at an important inflection point. Success is not a prerequisite, and neither is crisis. What matters most is a genuine desire to explore, grow and create meaningful change.

Does Woodland Growth work with organisations as well as individuals?

06 Yes. Woodland Growth works directly with individual clients and with organisations sponsoring coaching for senior leaders and executives.

In sponsored engagements, the individual coaching relationship remains central, while the objectives of the organisation, confidentiality boundaries and approach to reporting progress are agreed clearly and collaboratively at the outset.

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Does a client need to arrive with a clearly defined problem or objective?

07 Not necessarily. A client does not need to be able to articulate the issue precisely at the outset. Clarifying exactly what matters can itself be an important part of the work.

There does, however, need to be a meaningful reason for the conversation: a decision, challenge, ambition, transition, recurring pattern, dissatisfaction or possibility the client genuinely wants to explore. Coaching is much harder to make useful when someone is simply curious about coaching but cannot identify anything they want to work on or would like to be different.

What makes someone well suited to working with Woodland Growth?

08 Wealth, status or an interesting problem do not by themselves make someone a strong fit. A strong client is committed, open, candid, willing to be challenged and serious about outcomes that matter to them. In short, they need to be receptive to being coached.

Trust, mutual respect and a strong working connection are essential foundations of a successful engagement. Woodland Growth describes the commitment once an engagement begins as the 200% Principle: the coach commits 100% to the coaching relationship, and the client commits 100% to their own participation, openness and willingness to act.

Getting Started III

What is the first step?

09 The process begins with a focused 20–30 minute introductory conversation to understand why the person is exploring coaching, what they want to explore, create or change, and whether there is something meaningful to work on together.

Where there is genuine potential fit, Woodland Growth may offer a complimentary 90-minute coaching session with no obligation to continue on either side.

Why is the complimentary 90-minute coaching session an important part of the process?

10 *Woodland Growth coaching is better experienced than explained or sold.* The complimentary 90-minute session is genuine coaching, intended to be valuable in its own right, and gives both sides a proper basis for deciding whether they want to work together.

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It allows the prospective client to experience the quality of the work directly, while giving Woodland Growth a clearer sense of the working connection, the client's engagement and whether further coaching is likely to be valuable.

Following the initial session, Woodland Growth sends a brief reflection note capturing what emerged and, where there is a basis to continue, invites a short follow-up conversation to reflect on what became clearer and explore whether further coaching would be worthwhile.

What happens after the initial coaching session?

11 If both sides want to progress, Woodland Growth and the client agree the next step that best fits the client's goals, the work and what has emerged.

For many clients, that is the Four-Month Perspective Shift, which provides the continuity for deeper, progressive work. Where a question or transition would benefit from sustained, uninterrupted attention, a Three-Day Immersion can provide a more concentrated experience, either to begin the work or as it develops. Where a longer relationship best serves the work the client wants to do, a stage of Ongoing Demonstration & Evolution follows.

Each stage can be agreed in turn, or a longer journey can be agreed at the outset. In some circumstances, a shorter period of focused coaching may be the most useful bridge into deeper work. Commercial terms are discussed separately from the coaching itself, so the coaching remains focused on serving the client rather than selling the next stage.

The Woodland Growth Method IV

How does Woodland Growth think about the coaching journey?

12 Woodland Growth has developed a clear, proprietary framework for understanding how meaningful change unfolds over time. With genuine commitment, curiosity and a willingness to explore, a shift in perspective can happen quickly. The deeper work is recognising what has changed, integrating it, demonstrating it in real life and continuing to evolve from there.

Woodland Growth describes this through PRIDE™: Perspective Shift, Recognition, Integration, Demonstration and Evolution. Shifts in perspective can range from changes in how someone

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responds to an immediate challenge through to deeper shifts in leadership, identity or purpose.

The quality of the coaching relationship matters just as much as the structure. Woodland Growth works from five core conditions: Compassion, Connection, Curiosity, Candour and Challenge, which it calls the 5 Cs™.

These integrated frameworks are not a curriculum that clients have to learn. They provide a coherent spine for the work and become more apparent and useful as the coaching develops, giving clients enough context to understand the process without overwhelming the candid conversations at its heart.

What is the Four-Month Perspective Shift?

13 The Four-Month Perspective Shift is Woodland Growth's core engagement. It creates ample time and continuity for the coaching relationship to deepen, for important assumptions and patterns to become more visible, and for new perspectives to be explored and tested in real life.

Each client brings their current circumstances, ambitions, decisions and relationship challenges; the engagement provides a focused container for meaningful change to develop and be recognised, integrated and demonstrated.

Why is the suggested duration four months?

14 Four months creates a useful balance between depth and momentum. It gives the client and coach time to build trust, explore deeply what is driving circumstances and behaviours, work with what emerges and see how new perspectives hold up in day-to-day life.

Meaningful shifts can occur on much shorter timescales, but deeper development benefits from time, application and continued exploration. It is also valuable for both parties to feel relaxed and unrushed as the work develops. Grounded in Woodland Growth's methodology and professional experience, four months provides a tried-and-tested period for a series of intentional, concentrated and progressive conversations.

Where does the Immersion fit?

15 The Three-Day Immersion creates dedicated space away from normal demands for deeper reflection, exploration and perspective. It is particularly well suited to major life questions that deserve space to breathe and benefit from sustained, uninterrupted attention rather than being broken into individual

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sessions: major life or leadership transitions, identity and purpose, family and relationship dynamics, legacy and generational questions, or consequential decisions about what comes next.

The concentrated format allows themes to be explored more deeply, connections to emerge across different parts of a client's life and new perspectives to develop without the usual interruptions of everyday routines.

The Immersion sits within Woodland Growth's deeper coaching architecture. It can form an initial substantive engagement, sit within a longer coaching relationship, bring a phase of work to a powerful conclusion or, in some cases, bookend a longer engagement.

What is the work ultimately about?

16 At its heart, the work is about a client seeing themselves, their circumstances and their possibilities more clearly in order to create meaningful and sustainable change in their life.

Individuals and organisations can become constrained by assumptions, judgements and established patterns that accumulate over time and begin to feel like reality rather than one way of seeing or operating. Through attentive questioning, candid challenge, fresh perspectives and a coherent framework for exploring what emerges, Woodland Growth invites clients to identify those patterns, recognise what may no longer be useful and see possibilities that were previously difficult to access.

The aim is not to replace the client's judgement or worldview with someone else's. It is to expand what the client can see through their own insight and realisation, so that different choices, actions and ways of living or leading become available and increasingly natural.

How does insight become meaningful change?

17 *Insight becomes valuable when it changes how someone lives, decides or acts.* Woodland Growth calls this Demonstration.

A meaningful shift becomes visible in how someone makes decisions, communicates, leads, relates to others or acts on what matters to them. Over time, those changes contribute to personal and professional results.

Continued coaching allows a client to recognise when old perspectives return, integrate what they are learning and keep evolving rather than treating one insight as the end of the work.

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Does every client follow the same journey or engagement?

18 Every engagement is unique, even though the underlying coaching framework remains consistent. Woodland Growth adapts the work to the client's circumstances, priorities and what emerges over time.

Progression is mutual: each stage has standalone value, and the client and Woodland Growth only continue when both see a clear reason to do so. From there, the journey may pause, conclude, deepen through an Immersion or evolve into a longer-term relationship.

What Woodland Growth Can Deliver V

What can change or be accomplished through coaching?

19 The client is the material, so the answer is highly individual.

The work can include gaining greater perspective and clarity around a major decision, changing how someone leads or relates to others, moving beyond a recurring pattern, navigating a transition, regaining a sense of identity after a significant life change, reconnecting with what matters or turning an imagined future into action.

The common thread is not a predetermined outcome. It is the client's own development creating new choices and possibilities that can then be demonstrated in life and work.

What does Woodland Growth commit to?

20 Woodland Growth commits to rigour, clarity about how the work is approached and candour about whether the conditions for a valuable engagement exist.

The client may begin with a clear idea of what success looks like, or that understanding may evolve as the work develops. Woodland Growth commits to serving that process with attention, challenge and care, while holding the client capable and responsible for their own choices and direction. Clients have reported meaningful change through the work, but Woodland Growth cannot responsibly guarantee a particular transformation, commercial result or timetable.

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How can a prospective client judge whether Woodland Growth is likely to be valuable to them?

21 The best starting point is direct experience of the coaching itself rather than relying on marketing claims alone. Woodland Growth can also share relevant client stories, feedback and case material where confidentiality and permissions allow.

How are engagements priced?

22 Woodland Growth offers a range of possible engagements, each with a clear scope, timeline and cost. Following the initial coaching experience and subsequent reflection, Woodland Growth recommends the engagement it believes best fits the work the client wants to do, and agrees the structure with the client. For organisational engagements, pricing reflects the scope, number of participants and any agreed sponsor or reporting requirements.

Woodland Growth for Organisations VI

Why do investment firms and portfolio companies use executive coaching?

23 Executive coaching is an established part of leadership and talent development across many investment firms and portfolio companies. It can support senior executives and founders through leadership development, role transitions, periods of rapid growth and other consequential moments.

For investors and organisations, the value is not simply in supporting an individual in isolation. Stronger judgement, communication, leadership and decision-making can matter across teams, portfolio companies and the wider organisation.

How does coaching work when an organisation is paying on behalf of an employee?

24 When an organisation engages Woodland Growth, it is the commercial sponsor and an important stakeholder, while the individual remains the coaching client.

Before coaching begins, Woodland Growth clarifies the sponsoring organisation's objectives and what it wants the engagement to support. At the outset of the individual coaching relationship, Woodland Growth agrees with the organisation and the individual the purpose of the engagement, key areas of focus, confidentiality boundaries and how progress will be discussed. Private coaching conversations remain confidential within those agreed boundaries.

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Where sponsor updates are part of the engagement, they focus on development areas, observable progress and emerging priorities rather than disclosing the substance of confidential conversations. Where appropriate, the individual is encouraged to describe their own progress and results directly, reinforcing ownership of their development.

Why is Woodland Growth particularly relevant to financial services and investment organisations?

25 Woodland Growth combines coaching with substantial first-hand experience of financial-services and investment environments. That familiarity means the commercial pressures, language, incentives, role transitions and leadership dynamics are understood without requiring the client to spend valuable time explaining the world they operate in.

That experience provides context, not a predetermined answer. Woodland Growth brings professional and coaching experience to the conversation while remaining curious about the individual, their circumstances and the meaning they personally attach to them. Sector familiarity should deepen the conversation, not substitute for understanding the person.

Human Coaching in an AI World VII

If AI can provide increasingly sophisticated advice and reflection, why does human coaching still matter?

26 AI can already organise information, surface questions, test ideas and support reflection, and those capabilities will continue to develop.

Human coaching offers something different: sustained attention to a particular person over time, including tone, hesitation, contradiction, emotion, trust, context and what is happening in the relationship itself. A skilled coach can challenge in real time, respond to what emerges and notice patterns that may not be apparent from the words alone.

Information and insight are not the same thing as lived change. Woodland Growth's work is built around a human relationship in which compassion, connection, curiosity, candour and challenge create the conditions for clients to see something differently for themselves and act on it. As analytical tools become more abundant, that quality of human attention and connection may become more valuable, not less.

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Taking the Next Step VIII

What is the easiest way to explore whether Woodland Growth is right for me?

27 Start with a focused 20–30 minute introductory conversation. It is an opportunity to learn more about Woodland Growth, talk briefly about what has prompted the interest, explore whether there is potential for genuine fit and understand the next logical step.

A prospective client does not need to arrive with a fully formed objective. Whether there is a decision, challenge, ambition, transition or possibility to explore, or whether life is already good and the question is simply what more might be possible, the initial conversation establishes whether there is a strong basis to continue.

A principle Woodland Growth works by is:

Experience first. Decide second.

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