

Land Well

Executive Coaching Packages

Book a 15 min introductory call



I'm Paula Broadbent

An organisational consultant and coach, with a background in business, psychology and physiology.

I've spent 20+ years working with senior leaders, and 11 years as an accredited executive coach, across sectors and industries.

Paula Broadbent Consulting works with leaders in transition to turn their own drive into leadership at scale.

The effect compounds, creating human-centred workplaces where people and organisations get things done.

COACHING APPROACH: OVERALL

Land Well Executive Coaching is for the transition into a senior role, or for leaders whose role has shifted around them.

Non-directive. The coach doesn't have the answers, and won't tell you what to do.

Practical. The work stays anchored in what's happening in your context.

Non-technical. You know your business; the coach brings the process.

Non-judgemental. The coaching comes from a place of curiosity.

Challenging. Coaching can feel challenging at times, always with your permission.

The person and the situation. Grounded in psychology and organisational effectiveness.

Structured yet flexible. The coaching flexes to what you need in that moment and in your transition, with a strong structure and methodology underneath.

COACHING APPROACH: SELF AND SYSTEM

The coaching flexes to what you need in the moment, within a framework. The Map and Terrain Method, shown here, is the structure of each session. It shapes the coaching, but remains in the background.

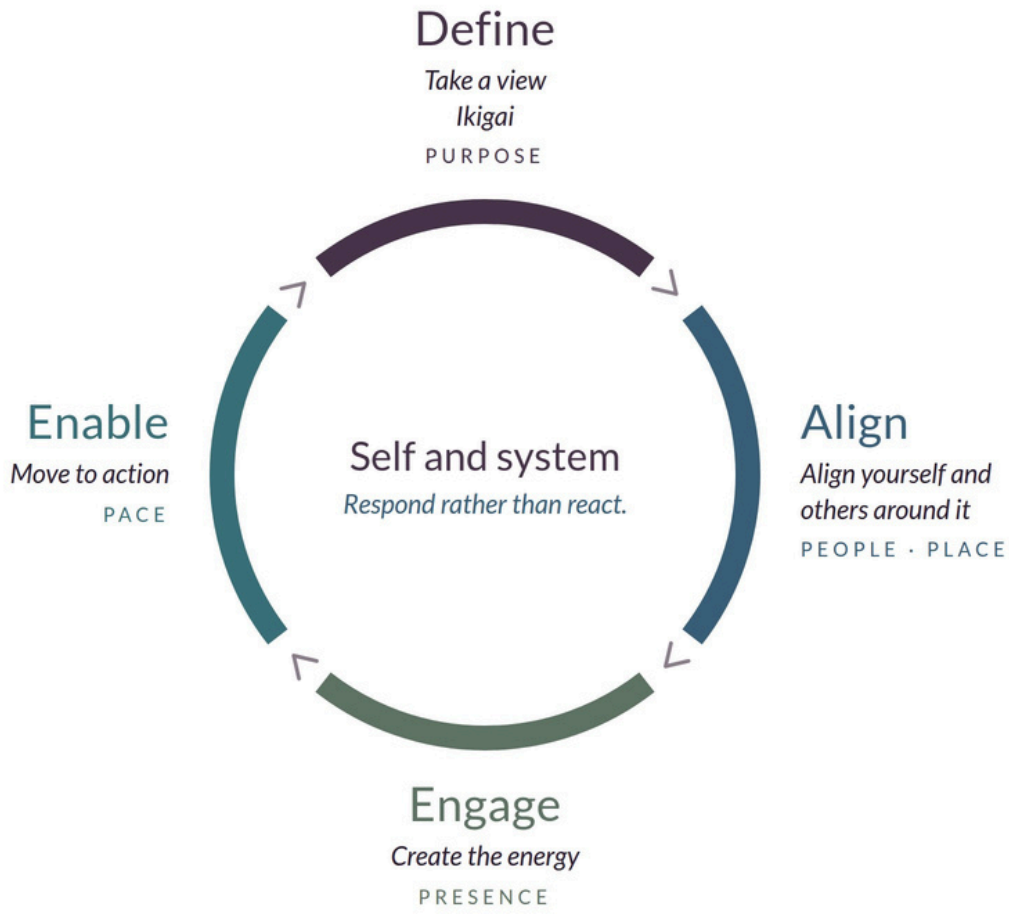
The conditions of Define, Align, Engage and Enable are mirrored in both the self and the system.

SELF	They shape your leadership identity and authority, through the 5Ps of Leadership Authority: Purpose, People, Place, Presence and Pace.
SYSTEM	They map the situation through the conditions you inherit, and determine your capacity to act. They also map the conditions you want to effect, so that you lead at a systemic, compounding level.

The full map, with self and system for each condition, is overleaf.

THE MAP AND TERRAIN METHOD™

From strategy to action, in self and system



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THE MAP AND TERRAIN METHOD™

From strategy to action, in self and system

Define

Take a view, informed by ikigai

PURPOSE

SELF

Your own purpose: what you love, what you are good at, and what's needed.

SYSTEM

The organisation's purpose and strategy: its reason for being, its assets, and what the market needs.

Align

Align yourself and others around it

PEOPLE · PLACE

SELF

Your identity, and your connection to yourself and to others, in your authentic voice.

SYSTEM

The layers of the organisation lined up, strategy through structure to team.



Enable

Move to action

PACE

SELF

The capability and conditions you build so you can deliver well when the pressure is on.

SYSTEM

The systems, resources, capability and conditions that let people do the work.

Engage

Create the energy

PRESENCE

SELF

Your sense of self and presence, what drives you and how you show up.

SYSTEM

The conditions that earn engagement rather than compliance.

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HOW IT WORKS

We start with a 15-minute introductory call, for any questions about the approach.

The coaching discovery call follows. It is 30 minutes with the person who will be coached, about what they want from coaching and how it may help. There is no obligation: both parties decide whether to go ahead.

Coaching is a package of six 90 minute sessions, usually completed over six months, roughly every four weeks and adjusted to need. It can extend to eight months to allow for breaks.

The first session is 90 minutes. After that, each can be taken as a 90-minute deeper session or split into two 45-minute check-ins, whichever suits that month.

Sessions are online. If you'd prefer to meet in person, travel time and expenses are charged, or you're welcome to come to me.

FEES AND TERMS

The package is £3,000 plus VAT, paid once we have both agreed to go ahead.

Diagnostics, and other resources shared as needed, are part of the package.

Life happens, and we're both human. We each agree to protect these dates and turn up, rearranging only when it's genuinely needed and with as much notice as we can manage.

Sessions are to be used within eight months, unless we agree otherwise.

What we discuss in coaching remains confidential. As in most professional coaching, anonymised themes are taken to supervision, and nothing that identifies you is ever shared.

Coaching is a thinking partnership, not therapy or counselling, and the decisions you take during and after the work remain yours.

AI is used as an admin tool only, and no confidential data is entered into it. Full details in the coaching agreement.

NEXT STEPS

WHEN THE CONTEXT CHANGES, YOU CHANGE

Senior role transitions often ask for something different, at a time of less certainty and more visibility.

Increasingly, your role is no longer to answer the questions others set.

It's to set the question.

In practice, that starts with reading the context: the system, the room and yourself.

From there, it's authoring the approach and the narrative, taking a view on what's needed, positioning yourself as a leader across the system and aligning others with it.

When this is in place, you're positioned to engage others and enable the system to deliver.

If you don't shape the role, circumstance will shape it for you, and rarely in your favour.

Book a free 15-minute introductory call, for any questions about the approach.

BOOK A CALL

Prefer to write? Email your questions here

