

Executive Coaching

Executive Coaching Packages 2026-2027

Book a 15 min introductory call

WHAT IS EXECUTIVE COACHING?

Executive coaching is regular space to step back, reflect and realign.

That space matters because, at senior level, being responsive to the situation makes the biggest difference. This is true in a new and unfamiliar role, and in an established one while the world changes around it.

Staying responsive takes regular reflection, framing and perspective-taking. This is hard to do alone, and the more senior you get, the more isolating it can become, making it harder to have the interesting, difficult conversations with peers and others.

A coach is neutral and outside your organisation, so those conversations can happen. The relationship rests on mutual respect, with no judgement, so there's room to recognise what's going well alongside healthy challenge.

That relationship matters, so it's important to find the right coach for you. It's best practice to have a coaching discovery call before committing, to see whether the fit is right.

The situation is yours, so the response has to be yours too. The moment a coach starts telling you what to do, they've stopped coaching. You know your business, and the coach brings the process. This is why coaching works across industries.

MY COACHING APPROACH: OVERALL

Executive coaching for senior leaders who are established in role or moving into a new role.

Non-directive. I don'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 organisation and your industry. I bring a BSc in Business Management, an MSc in Psychology and a master's-level Postgraduate Diploma in Coaching.

Cross-industry. I've worked with hundreds of leaders across many sectors over 20+ years, so I bring breadth of perspective rather than knowledge of one industry.

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 has a strong structure and methodology underneath.

Finding the right coach

I coach a fixed number of people each year, alongside my consulting work. I also work with a range of associate coaches, and can introduce you to one who meets your needs. You'll have a 30-minute coaching discovery call with me, or with an appropriate associate coach, before the coaching starts.



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 a practising executive coach, across sectors and industries.

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

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

COACHING CREDENTIALS

COACHING QUALIFICATION	**Postgraduate Diploma in Coaching, University of Warwick, 2016.** Level 7, which is master's level. Coaching qualifications in the UK run from level 3 to level 8, in increasing layers of complexity.
COACHING PRACTICE	**More than 2,500 hours** over my career.
PSYCHOLOGY AND BUSINESS	**MSc in Psychology** and **BSc in Business Management.** I bring together deep coaching expertise with psychology and business expertise.
KEEPING CURRENT	I keep my management and business expertise up to date through my ongoing work at **Cranfield School of Management.**
PROFESSIONAL DEVELOPMENT	**Regular and continuing.** Recent examples are a Professional Diploma in AI for Business from UCD Professional Academy in 2026, and my current work on inclusion, including racial inclusion, in leadership and coaching.
SUPERVISION	I undertake **regular professional coaching supervision**, as is best practice.

All associates working alongside Paula are fully qualified and their credentials can be shared as relevant

> *"Paula has challenged my thinking to enable me to be more confident at an executive level. In my 18 months with her, I feel I have evolved into a more confident senior leader, developing my emotional intelligence and resilience and, more noticeably, my engagement with and influence on my peers and senior management colleagues."*
>
> ROB JENNER, DIVISIONAL MD, CONNELLS GROUP LTD

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.

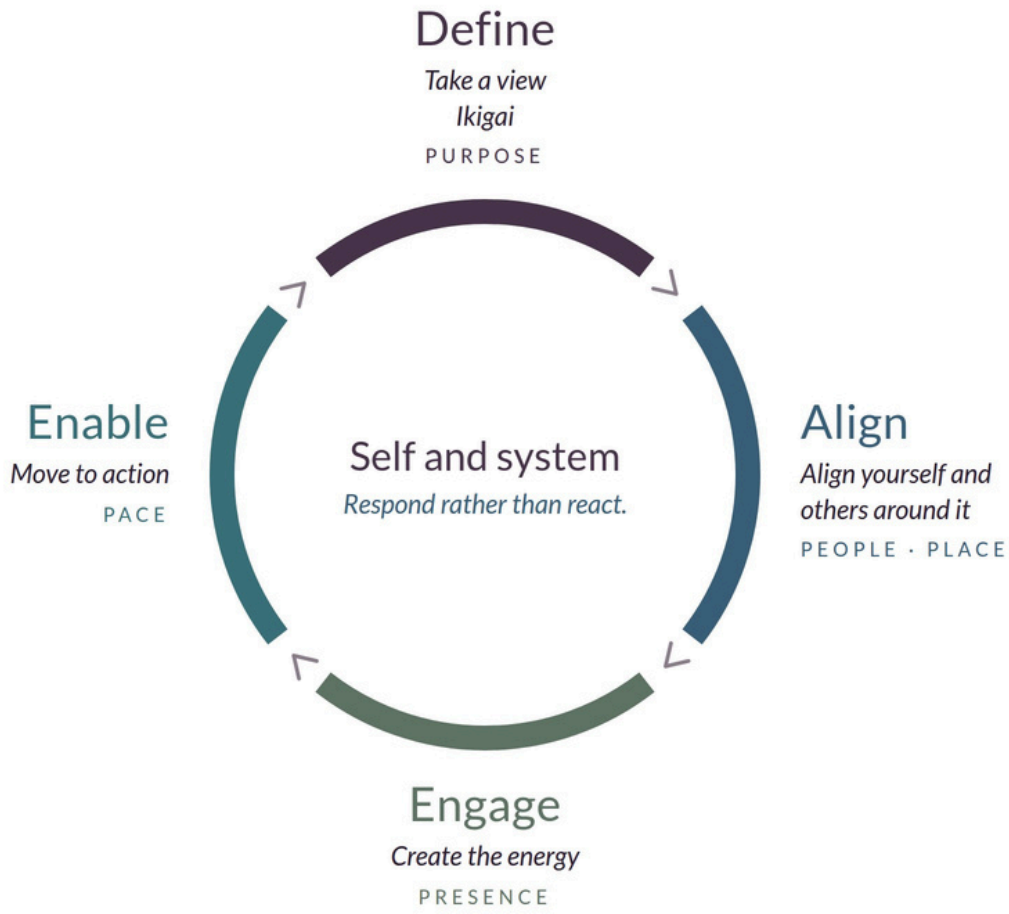
The conditions of Define, Align, Engage and Enable are mirrored in both the self and the system.

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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WAYS TO WORK TOGETHER

ONE-TO-ONE

Executive Coaching

IF YOU'RE ESTABLISHED IN ROLE

Ongoing Executive Coaching

Regular space to step back, reflect and realign.

- Six 90-minute sessions, roughly every four weeks.
- Usually over six months, extending to eight to allow for breaks.
- After the first session, each can be one 90-minute session or two 45-minute check-ins.
- Structured within the Define, Align, Engage, Enable framework, with up to three relevant diagnostics included.

£3,250 plus VAT

IF YOU'RE NEW TO ROLE

Land Well Executive Coaching

A focused form of Executive Coaching, for when you're moving into a new role.

- Six 90-minute sessions, with the same flexibility.
- The same Define, Align, Engage, Enable framework.
- Different in focus, perspective, tempo and diagnostics.

£3,250 plus VAT, with up to three relevant diagnostics included.

TEAM

Executive Team Coaching

FOR INTACT TEAMS

Ongoing Executive Team Coaching

Facilitated space for the team to step back, reflect and realign.

- Contracting at the start, and a review at the end of each six months.
- Three 90 to 150-minute team sessions, every six to eight weeks.
- A half-hour one-to-one with the leader before each session.
- Online and in person, with one in-person session included each six months.
- Diagnostics are included, as appropriate.

£4,300 plus VAT for the first six months, then **£3,500 plus VAT** for each further six months. Paid quarterly.

IF THE STRATEGY OR THE LEADER CHANGES

Common Ground

A focused form of Executive Team Coaching, for when the strategy changes or there's a new leader.

- Details at paulabroadbent.com/commonground.

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 (or in the case of team coaching, the leader) about what they want from coaching and how it may help. There is no obligation: both parties decide whether to go ahead.

Coaching is six 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.

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

FEES AND TERMS

Fees are outlined on the Ways to Work Together page and are paid once we both agree to go ahead. Executive team coaching is paid quarterly.

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.

The six 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. The exception is in the unlikely event of a safeguarding concern.

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

NEXT STEPS

WHEN THE CONTEXT CHANGES, YOU CHANGE

Senior roles 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

IN PRACTICE

Scott Dick, General Manager, Breedon Group Scotland

His senior team was working evenings, weekends and holidays as routine. With small, visible changes, escalations to him fell from seven to three per week, and after-hours emails from 72 to 23.

> *"The team described it simply: calmer and faster."*

