BUILT BY BRIDGE

Coaching & Mentoring

Leadership development that knows when to ask - and when to bring experience into the room.

A DIFFERENT KIND OF LEADERSHIP CONVERSATION

The Bridge Coaching & Mentoring Programme deliberately brings **coaching and mentoring together**. Coaching creates space for reflection, questioning and self-discovery. Mentoring brings experience, perspective and practical guidance into the conversation. By moving naturally between the two, the programme responds to what the leader actually needs rather than restricting the relationship to one particular method.

WHY THE COMBINATION MATTERS

There are times when a leader needs a good question rather than an answer. Coaching helps somebody think differently, explore assumptions and reach conclusions they genuinely own.

But sometimes another question is not enough. Mentoring can bring another perspective, a practical idea, a challenge or an honest view of what might work next. Bridge deliberately interweaves the two according to what is most useful in that moment.

Sometimes the most useful thing is a difficult question. Sometimes it is an experienced voice saying: here is another way to look at this.

What it can address

- Confidence, self-awareness and personal leadership impact
- Strategic thinking, priorities and decision-making
- Communication, emotional intelligence and relationships
- Leading through challenge, transition or increased responsibility
- Resilience, pressure and sustainable performance
- Behaviours or assumptions that may be helping - or limiting - progress

How it works

The programme begins with an individual consultation designed to establish trust, understand the leader's circumstances, explore aspirations and challenges, and agree what they want from the experience. From there, a structured pathway provides continuity while remaining adaptable to the individual and what is happening in their world.

01 **Defining Vision -** Clarifying direction, values, priorities, aspirations and what success needs to look like.

02 **Building Strategies -** Turning intention into practical choices, actions and ways of navigating challenges and opportunities.

03 **Enhancing Leadership Skills -** Building self-awareness, emotional intelligence, adaptability, communication and leadership impact.

04 **Resilience & Stress Management -** Understanding pressure, strengthening coping strategies and protecting sustainable performance.

05 **Sustaining Growth & Moving Forward -** Embedding learning, strengthening accountability and creating a route for continued development.

The pathway provides direction, but it does not dictate the conversation. Leadership happens in real time. If a difficult conversation, decision, relationship or unexpected challenge becomes more important than the planned subject, there is space to work with it.

What do you need from the conversation today?

The Bridge approach does not make the leader fit the methodology. We move between coaching and mentoring according to what will be most useful in that moment.

SPACE TO THINK

Sometimes the leader needs room to slow the noise down, reflect and find their own answer.

CHALLENGE

Sometimes they need a difficult question that tests an assumption or opens up another way of thinking.

PERSPECTIVE

Sometimes they need somebody outside the immediate situation to see what they may not be seeing.

PRACTICAL NEXT STEPS

And sometimes they need an experienced voice prepared to say: here is what I would try next.

TWO WAYS TO EXPERIENCE THE PROGRAMME

Individual or cohort. Same Bridge principle.

INDIVIDUAL

A confidential one-to-one relationship in which the leader has space to think, challenge themselves and work through what is happening in their role - while also having access to practical experience and an external perspective. The pathway gives continuity, but each conversation can respond to the leader's immediate reality.

COHORT

The cohort pathway keeps the individual at the centre, but adds a third perspective: peers. Coaching supports personal reflection. Mentoring brings experienced external perspective. Peer learning allows leaders to see how others interpret similar situations, challenge assumptions, share practical experience and learn from one another.

What the cohort adds

PEER PERSPECTIVE

See a challenge through other leaders' eyes.

SHARED LEARNING

Exchange practical experience, not just theory.

TEAM CONNECTION

Connect individual development back into the wider leadership environment.

WHAT YOU RECEIVE

Every programme is shaped around the individual rather than delivered as a fixed series of coaching conversations. Depending on the pathway, this can include:

- An initial consultation and agreed development focus
- Individual coaching and mentoring sessions
- Personalised follow-up capturing insights, actions and useful resources
- Practical exercises and additional reading where these add value
- Self-reflection activities and 360 feedback
- For cohorts, facilitated group learning and peer support between sessions

TOOLS THAT SUPPORT THE CONVERSATION

Past, Present, Future - A structured reflection on where somebody is now, where they want to be and the practical steps that bridge the space between the two.

Reframing - A way of noticing unhelpful thought patterns, questioning assumptions and developing a more balanced, constructive perspective.

360 feedback - Another lens on emotional intelligence and communication, including self-awareness, empathy, listening, feedback and interpersonal impact.

What it enables

- Greater self-awareness and understanding of personal leadership impact
- More confidence in judgement, communication and decision-making
- Stronger emotional intelligence and relationship awareness
- Clearer personal and strategic direction
- More effective responses to challenge, pressure and change
- Practical strategies that can be used, tested and refined at work
- Greater ownership and accountability for continued development
- Development that shows up in everyday leadership behaviour and relationships

The Bridge difference

The purpose is not to create a prescribed version of the 'perfect leader'. It is to help people become more conscious of who they are as leaders, how other people experience them, what they want to achieve and what may need to shift to get there.

The result is not simply time spent talking. Each conversation is intended to connect insight with something the leader can use, practise, test or do differently in the real world. Greater awareness begins to influence how leaders think, communicate, make decisions, build relationships and create the everyday experience of leadership for the people around them.

What people experience shapes how organisations perform.

Built by Bridge | A practical, human approach to leadership development that connects reflection, challenge, experience and action.
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