

Unleash Your Extraordinary

Six months to unleash your innate creative potential
and achieve breakthrough results

Our promise is simple:

coachees transform to achieve **extraordinary results** for themselves and their organisation.

Our embedded business coaching approach is uniquely designed to guide our coachees on a **transformative journey to achieve breakthrough business results** for their organisations.

Our method empowers the coachee to commit to an outcome that transcends their business as usual. This framework sets the stage for the **coachee to deliver at a new level** while transforming their professional capabilities and enriching their personal growth.

As we work with our coachees, we help them to examine and unpack their everyday challenges, beliefs, and ideas. Through powerful, revelatory questions, they are encouraged to **let go of their habitualised limiting attitudes and perspectives** and to open up to their innate creative power.

As our coachees release their fixed positions on their circumstances and how things should be, we see a willingness emerge for them to **move beyond their perceived constraints** and create an impact far beyond what they initially thought was possible.

Our coaches play a decisive role in **holding the coachee accountable** for achieving what they know is possible for themselves and their organisation.

How does it work?

Our signature coaching package lasts for a minimum of **six months**. It starts with a three-hour in-person session with the coachee, followed by scheduled, **bi-weekly two-hour sessions** with the coachee. Between the bi-weekly sessions, the coach provides **unlimited ad-hoc calls and emails**.

“If you are lucky enough to get the opportunity to work with them, take it!”

Gretchen Haskins
CEO of International Aviation Organisation



How our coachees benefit in a nutshell

+ Take ownership of their domain to a new level

Coachees are encouraged to commit to achieving an outcome far beyond what they know how to do. This context sets the stage for a leap forward in who they are as a leader.

+ Transform the context of their roles for greater impact

Facilitating a transformation of perceptions, enabling coachees to see beyond the surface and recognise the broader impact they can make. By reframing the context of their roles, coachees uncover new opportunities for growth and influence, ultimately leading to greater organisational impact and success.

+ Collaborate powerfully with others

Our coaching approach emphasises the importance of authentic engagement with others. Coachees learn to cultivate genuine connections and communicate with impact, fostering trust, collaboration, and synergy within their teams and across the organisation.

+ Create a new relationship to responsibility

Through our coaching program, individuals develop a fresh perspective on responsibility, viewing it as an opportunity for growth and empowerment rather than a burden. By embracing ownership and accountability, coachees are equipped to drive meaningful change and take proactive steps towards achieving their goals.

+ Intervene with their counterproductive behaviours

We provide support and guidance for individuals to identify and address counterproductive behaviours that may be hindering their progress. Through targeted interventions and actionable strategies, coachees learn to overcome obstacles and cultivate habits that promote personal and professional success.

+ Creatively overcome problems and difficulties

Gain valuable skills and techniques to navigate obstacles effectively, turning setbacks into opportunities for growth and development. Problem-solve and navigate challenges with innovation and resilience.

+ Develop effective strategies for resilience

Resilience is a key focus of our coaching approach. We recognise the importance of navigating adversity with strength and determination. Coachees learn practical strategies for building resilience, enabling them to bounce back from setbacks and thrive in the face of uncertainty.

+ Effectively confront and deal with resistance

We equip individuals with the tools and skills needed to address resistance head-on, whether it arises from within themselves or from external sources. Through constructive dialogue and assertive communication, coachees learn to navigate resistance effectively, paving the way for progress and positive change.

+ Powerfully manage their own wellbeing and that of others

Our coaching program emphasises the importance of holistic wellbeing, encompassing physical, mental, and emotional health. Coachees learn self-care strategies and techniques for promoting wellbeing, as well as how to support the wellbeing of others within their teams and organisations.



The Impact of Our Work

A select number of those who've benefited from our coaching engagements.



Leigh Pomlett
Executive Director,
CEVA Logistics

*FirstHuman enabled an **immediate shift in performance** and set us on a journey that brought the desired results, excitement and energy back.*



Gretchen Haskins
Board Member,
HeliOffshore

The coaching fundamentally changed my life and I use what I learned literally every day. To give a few examples:

*- At NATS, we went from a safety programme that delivered about 7% improvement per year to one that delivered **70% improvement in 3 years** (and this was during a period where we also achieved 30% cost savings).*

Setting bigger goals became a way of life.

- [Since the coaching] CEOs have asked me to speak at their leadership away days. I believe a large part of this is due to lessons I learned during my leadership coaching. How to deal with my own fears, how to dream, collaborate and deliver.



Sara Beck
Divisional Director,
BBC

***People have transformed how they are working.** In particular, some very experienced managers have changed how they lead their teams. Your work has been a catalyst for our transformation.*



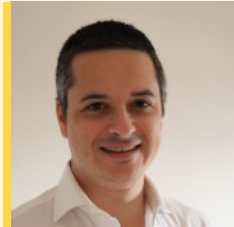
Current Role Requires Confidentiality
Group Executive,
FTSE 10 Company

*FirstHuman has the expertise and courage to take on any challenge. Their profoundly insightful and pragmatic approach has **delivered extraordinary results** for our business and leadership. Any organisation would reap massive benefit from working with them.*



Andrew Stonehouse
VP Marketing,
Hollister Incorporated

*Fittleworth brought FirstHuman into the Executive Team environment to coach our leadership team. It was very different to any previous coaching approaches that I have been a part of before. It transformed the way we interacted and performed as a group. Because the coaches took a much **deeper approach to understanding what drives us individually**, the impact sustained far beyond the initial engagement.*



Arcangelo Grisi
Global Head of Trade Surveillance ,
Wells Fargo

*I had the pleasure to work with FirstHuman for two years. The engagement had a **significant impact on the cohesiveness and performance of my team**, setting the foundations for the creation of a healthier workplace and allowing for improved talent retention. My coach Richard was extremely focused, engaged and genuine in his interactions and helped me navigate complex professional and personal situations. I would highly recommend FirstHuman.*



Madhu Thiricode
Global Head Sub Sector Tyres & Rubber,
CEVA Logistics

*In my view, the program is extremely valuable. It's evident that the program **encourages employees to think differently** and openly. Of the many programs I've experienced professionally, this one was exceptional because it engaged participants on an individual level, encouraging them to recognize and articulate their potential, ultimately benefiting the employer.*



Corrine Lim
Regional Director,
Hellmann Worldwide Logistics

*It is the **best coaching program which I had ever took**. It has been constantly in my mind till today to become a great leader in my career.*



Lee Whitworth
Head of Engineering,
SZC MEH Alliance

*After initially struggling with my coaching sessions, I gradually started to understand, accept what was happening and relaxed my guard. I now look back in awe at how powerful the coaching was for me as a whole person not just Lee as a simple engineer at work. It is **the most powerful thing I have ever undertaken** to understand the weird person that is me!*

[For video testimonials click here.](#)

Meet the team

FirstHuman is a high-performance consultancy that specialises in developing extraordinary leadership that opens up what is truly possible for individuals and organisations. We're a collection of senior people that have personal experience in delivering breakthrough outcomes and who have worked across the globe supporting both large and entrepreneurial organisations.

We always select the best-fit coach to match the profile of the coachees.



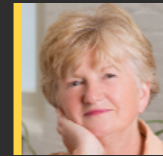
Richard Atherton

A partner in FirstHuman with over 15 years of coaching and facilitation experience with a particular ability to work at depth. After many years in programme leadership he transitioned executive coaching. He has coached senior leaders from organisations as diverse as HSBC and the IOC.



Oddi Aasheim

A former operational, strategy and Organisational Development leader who co-founded FirstHuman 14 years ago. He has supported leadership teams, CEOs and developed talent on all continents. BBC's CEO Secrets and the Financial Times have sought out his leadership expertise.



Phillida Fleming

Phillida is a former entrepreneur and law lecturer before finding her calling as an executive coach. She has over three decades of experience coaching at the highest levels, including several leaders who have become household names. She has an extraordinary ability to achieve rapid, unprecedented impact with her clients.



Gary Borland

A former fighter pilot and chief test pilot for the MOD, Gary had a spectacular military career before becoming a CEO in the defence industry. After experiencing the transformative power of FirstHuman's coaching approach, he decided to become a coach himself. He has been having a profound impact with his clients ever since.



Philip James

Following his tenure as the HR Director for NATS (National Air Traffic Services), he has taken interim HR executive roles in Babcock, ANSL and Great British Nuclear. He is a gifted coach able with a focus on high performance in complex organisations and is able to develop leadership at all levels.



Ferdi D'Souza

For the past 35 years Ferdi has built national leadership development businesses and coached top-level executives across the globe. He is internationally renowned for fearlessly enquiring into what really matters to people and creating foundations for people to powerfully deliver on their commitments.



 **FirstHuman**
The Home of Extraordinary Leadership

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