

The Coaching Effect

As an executive agency of the Ministry of Justice, the National Offender Management Service (NOMS) brings together the headquarters of the Probation Service and HM Prison Service.

The Coaching Effect is the NOMS HR coaching strategy and we were pleased to be asked to develop a complete training and support toolkit for their regional HR managers. The Coaching Effect toolkit is an extensive pack of guidance, exercises and visual props designed to provide all the tools necessary to make 'The Coaching Effect' real for NOMS people – a 50,000 strong workforce – with a view to boosting performance, effectiveness and contributing to a motivated and collaborative workplace. The toolkit itself consists of 106 pages, four main tabbed sections – each containing a further ten tabbed sub-

sections, seven 'grab file' folder pockets containing a further 86 separate pull-out sheets, a pack of coaching prompt cards, two data CDs and a DVD. Our solution not only delivered clear navigation of extensive support but maintained core brand messages throughout. This in turn helped HR managers hold a mirror to their organisation, understand all that is positive about working for NOMS and find clear and structured ways of developing roles. Zephyr continues to help NOMS to successfully manage their brand communications through a diverse range of media.

“Zephyr has delivered a mammoth feat of analysis, information design and production with the Coaching Effect toolkit.”

Matthew Hutton
Head of Business and Channel Management
Ministry of Justice National Offender Management Service

