



Unconscious Potential®

BUSINESS COACHING SERVICES

“Partnering for Performance”

*“What lies behind us and what
lies before us are tiny matters
compared to what lies within us.”*

- Ralph Waldo Emerson



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Unconscious Potential offers the following services to small and medium size businesses:

- Business Owner Coaching
- Team Coaching and Facilitation
- Staff Development
- Business Planning, Structure and Change
- Project Services

Business Owner Coaching

Unconscious Potential coaches business owners to not only grow as a business but as individuals.

Business Owner Coaching can be used for many varied goals and outcomes including but not limited to:

- strategic planning
- setting business goals and defining an action plan to reach those goals
- defining a balance between work and personal life that works for you
- maintaining focus on the right areas
- leadership development
- better management of self, staff and team development

Team and Group Coaching

Your business success is the result of not only your efforts but those of your people. Unconscious Potential Team and Group Coaching can facilitate positive change for your business by:

- Clarifying your team's purpose and strategy, providing a sense of direction that guides the team's actions
- Supporting the team to set specific goals, define an action plan and strategies to ensure the achievement of the goals
- Opening up communication channels within your team, ensuring information and learning is shared
- Creating a culture where staff encourage and support each other, collaborate rather than compete
- Establishing an environment where staff are given the opportunity to perform to their potential on a consistent basis
- Providing accountability and an objective view point for the achievement of the goals
- Developing high performing project teams in a short period so as to allow focus on the required goals and objectives of the project



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Staff Development

Unconscious Potential can develop and deliver the following staff development services:

- Tailored training courses in areas such as Leadership, Staff Management, Time Management, Communications, Project Management
- Individual coaching of team members for improved performance

Business Planning, Structure and Change Project Services

As a business owner your expertise lies in the product or service which you provide to customers. The development of supporting structures is often needed yet not your primary focus. Unconscious Potential can support your business in the following areas:

- Business planning and structure
- Process, Procedures and Systems assessment, design and documentation
- Organisation structure design and position description definition

Project Services for Small and Medium Business

- Assessment of current work projects to assist in understanding the 'health' of work undertaken to-date and recommendations for addressing areas of concern
- Project management methodology – defining a project management process suited to your organisation that is in line with industry best practice yet practical and workable for your business size
- Project management maturity development – training of staff in project management

Qualifications

Silvia is a certified executive and team coach. She holds a Masters Degree in Business and Technology as well as professional qualifications in Engineering and Project Management.

Professional Experience

Unconscious Potential has a wealth of experience in leadership, business, change and project management within small and medium business, corporate and government environments across a range of industries. This unique position allows us to be able to support and add value to your business. Unconscious Potential will work with you towards a solution designed and best suited to your business needs.

“Unconscious Potential assists leaders and organisations in creating and nurturing high performing work cultures and environments in order to achieve business and personal success.”



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Testimonials

'In the few short months that I have been working with Silvia de Ridder she has definitely made a positive impact on my business. She has helped me implement clear business goals, a more structured ideal week, and a more task driven approach to my business. I feel now that I have better control of my business, spending more time working 'on it' rather than 'in it'. I also feel I have a more balanced approach to my business and life with more time for my family, leisure, spiritual and fitness interests.' **Director – Vision Personal Training Studio**

'Silvia is active in the Illawarra region and I was so suitably impressed with her experience and skills that I have introduced her to several of my clients. Silvia has assisted these businesses with strategic planning, leadership development and business coaching. Her mix of disciplined engineering experience and softer people skills has hit a nerve in the market place and she is truly assisting business people to release their "Unconscious Potential".' **Enterprise Connect – NSW Business Chamber**

'Silvia is driven to succeed for her clients and is ever helpful to colleagues when they seek her counsel or assistance. She has a very rich experiential background and brings refreshing insights to discussions. From my experience with Silvia I am very impressed with her pragmatism, ability to quickly assess a situation and her forthrightness in dealing with the client. Her service quality provision is outstanding.' **Business Advisor – Business Enterprise Connect**

'Silvia has been integral in the formation of our new organisational structure and clarifying position descriptions for all full time staff, among other developments. The clear direction and support given over the set up of this new structure has given us the extra back up and commitment needed to get this project going. Silvia has motivated us to clearly define our goals and go about finding ways to achieve them. Silvia has also been a sounding board for my business partner and I, who needed to find better ways to communicate regarding business decisions. Our relationship with Silvia has helped us to plan for our business needs while also considering our personal needs.' **Director – Urban Rituelle**