



Claude Warner Coaching Profile

Executive Coach

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Claude Warner coaches successful leaders to improve their leadership performance through developing their emotional, relational, social and communication skills

Claude is a man of integrity with deep character. He has had corporate careers in purchasing and financial services with General Motors, Cadbury, Unilever, Sanlam and CU Life, progressing into management.

He ran his own medical aid consulting business for 10 years prior to becoming a professional coach.

Claude has held leadership positions in community and faith-based organizations, as well as in the military.

Claude trained as an integral coach at the [The Coaching Centre](#) in Cape Town, a leading professional coach training institution. He was awarded the Diploma in Practitioner Coaching.

He is a member of [COMENSA](#), a national professional coaching body, and Chairperson of their EC Chapter. He is committed to Continual Professional Development, attending master classes, reading and research.

Claude writes insightful articles for on-line publications such as [Metromedia](#) and [Destinyconnect](#).

Claude has coached leaders from corporations, SMME's, faith-based organisations, & leadership academies.

Emotionally intelligent leaders are able to connect and engage effectively with those they lead. They inspire high performance, retain key talent, and achieve organisational success at the lowest human capital cost.

Harvard University research shows that *up to 85% of leadership success is due to people skills* that can be learned and mastered. Technical/IQ-type skills and experience are very important, but at high levels of leadership they tend to be threshold skills, whereas people skills differentiate good from great leaders.

These skills, known as Emotional & Social Intelligence, include Self-Awareness, Self-Management, Social Awareness and Relationship Management, and touch on aspects such as listening & communication skills.

The action learning process of coaching is ideal for developing these essential skills for great leadership.

High leverage competency development areas are identified through discussion, or more formally using the Hay [ESCI multi-rater assessment](#). (Claude is a Hay licenced ESCI administrator.)

A coaching contract is created, specifying objectives and outcomes. An action plan is co-created to achieve the outcomes, and includes skill acquisition and their application through action learning.

Claude's coaches integrally, using his proprietary CREATE coaching model. His coaching style is relaxed, but focused. He listens deeply, is empathetic and affirming, but will also "tell it like it is" and ask the tough questions. He will champion and support, but also challenge and stretch.

Coaching can be delivered on-site nationally, from a coaching studio in Mount Croix Port Elizabeth, or via telephone. Coaching is offered at a fixed monthly rate that includes research and preparation, coaching sessions, coaching notes, support between sessions, and management reporting.

"Claude helped me to develop patterns of thought and behaviour that strive for excellence" Tim Fox, Area Operations Manager, Transnet Freight Rail