



Real Life Coaching International

Company Portfolio



Trusted Partners
Together building better lives



Coach Training
Empowering you to help others



Personal Coaching
Being the best you can be

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Introduction

Mark Griffiths created and built Real Life Coaching International (RLCI) using his own unique 'heart based' approach to teaching life coaching skills. RLCI provides two programmes - the **Positive Change For Life** course (PCFL) and the **Who Am I? (WAI)** workshop. Both programmes have been developed, tested and constantly improved over the past few years by Mark, through practical experience, helping hundreds of people, with their real-life problems and challenges.

Mark further fine tuned and adapted his programmes to create a sustainable business model that would support the work and enable it to expand throughout the UK and internationally.

Real Life Coaching International, bridges the gaps between education, employment, housing and welfare, and assists in building strong community partnerships. Working with complementary agencies RLCI will act as a signpost to other support providers in the interest of their clients. Real Life Coaching International's mission is to empower people to achieve their goals and employment throughout the UK. RLCI continues to expand it's team to be able to provide presence and full support wherever it is needed.

“What Mark has developed is a proven method of empowering people to take control of their lives and increase their self-confidence. The stories are truly inspiring. I believe RLCI will be transformational in many thousands of lives across the country; and who wouldn't want to be a part of that?!”

— **Charles Dodwell**, former CEO of Fredericks Foundation



Meet Mark

Mark founded **Real Life Coaching International** in order to give others the same opportunities and future prospects that took him years of self-exploration and determination to discover. Leading by example, Mark is a positive and inspiring role model. He bridges the gaps between education, employment, housing and welfare by developing strategic links and building strong community partnerships.

He has a proven track record in helping others to facilitate life changes. He uses a range of innovative and effective support tools to deliver his bespoke programmes and was shortlisted for a TPAS and National Housing Federation award in recognition of his achievements. In 2016, he took the step of creating Real Life Coaching International. Mark has begun training and adding coaches to the RCLI team and is now looking to offer his programmes to other agencies across the country. There are many programmes around the UK offering support and training, but very few offering an inspirational first step approach to empower people to believe they can achieve!

"I practice what I preach. I was a single parent, relying on benefits, and did not know how to move my life forward. As a result, I suffered from depression, stress, anxiety and lack of confidence. I realised that if I didn't change, then my situation would never change. Luckily, I found the support and motivation that I needed to improve my life and achieve my goals. I now use my personal experience, skills and qualifications to help others do the same."

— Mark Griffiths, Dip LCMLCI

Positive Change For Life Course

Introduction

Positive Change for Life is an innovative 6-week life coaching and support programme created to help people, predominantly in deprived areas, improve their lives and return to work or education. Many individuals, through circumstances or poor choices have no confidence that their lives can improve. The Positive Change for Life course is specifically designed to enable clients to believe that 'better' is achievable. It empowers them to take control of their lives by furnishing them with essential life skills to help them help themselves.

Working with people on a one-to-one basis, we use proven coaching methods to facilitate lasting, positive change. The course provides support and guidance in all areas of life, and is particularly targeted at tackling challenging issues – including poor confidence and low self-esteem, worklessness, education, phobias, anxieties, anti-social behaviour, drug and alcohol abuse and family/relationship problems – recognising and eliminating negative behaviours and identifying and achieving goals.



Positive change for Life Course

How does it work?

- **Positive Change for Life** is a six-week course of one hour, one-to-one sessions with a trained coach at the resident's home (although an alternative venue can be provided).
- An initial questionnaire is completed with the resident in order to identify their needs and ascertain whether a different approach such as counselling is required.
- We work with residents at their own pace to identify problems, work out solutions, help them discover what they want from life and set achievable targets to reach their goals. Coaching methods and techniques are pitched to suit each individual.
- Support is provided seven days a week during the 6-week programme – residents can access advice and support via email, mobile phone or text from 7.30am until 10.00pm.
- Each hour is used to its full potential – not a moment is wasted. Background research on an individual's specific requirements/issues is undertaken before each session, and the previous week's discussion is recapped at the start of the next session.
- Signposting relevant additional existing services to help the resident towards their next steps.



- There could be an opportunity to sponsor a suitable individual(s) to go forward for further development and train to become a coach with RLCI and then be able to coach within their own community.
- A full review and impact assessment of each participant will be compiled on completion of each course. This includes a client profile, details of issues dealt with and processes used, the resident's feedback and final outcomes.

Positive Change For Life Course

Benefits and Outcomes

Benefits to Clients:

- Inspired to believe 'better' is achievable, leading to identifying, setting and achieving goals.
- Improved self-confidence/self-esteem, personal development and acquisition of invaluable life skills and coping strategies.
- Overcoming the (often long-term) issues such as drug/alcohol abuse, family and relationship problems, phobias, anxieties and anti-social behaviours that are holding them back.
- Improved education levels.
- Greater employability options.
- Becoming positive role models for peers and future generations.

Benefits to Commissioning Body:

- Direct cost savings in terms of reduced benefits claims.
- By signposting to existing services, the organisation can save £1000s on resources.
- Access to resources, reduced worklessness and improved education levels.
- Positive, healthier, happier communities.
- Decrease in drug/alcohol abuse, domestic violence and anti-social behaviour.
- Creation of a 'can do' culture within the community.

Positive Change For Life Course

Proven and Sustainable Results

Guinness Hermitage Housing Association (now Guinness Partnership) reported outstanding results from their unemployed residents.

On completing the Positive Change for Life Course:

- 38% were in paid employment, some via further education.
- 6% were self-employed.
- 12% engaged in volunteer work
- 15% went back to education.
- 20% sought additional specialist support.
- 9% saw an end to or greatly reduced levels of anti-social behaviour.

"Helping people back into work, to retrain for a new career or start work for the very first time has some major positive effects. It can help people's feeling of self-worth and can have some important benefits to the company. If we can support residents to find work, or training or volunteering places then it should make managing our estates and income easier."

— **Den Barry**, Head of Community Investment,
Guinness Hermitage Foundation

"The difference to people's lives once they have been through the programme is amazing and some completely turn their lives around. We see the life coaching service as an important part of our strategy to tackle worklessness for our residents."

— **Catherine Hewer**, Community Investment Officer,
Guinness Hermitage Housing Association

Who Am I? (WAI)

Introduction / How does it work?

Our successful tried and tested **'Who Am I?'** workshop helps individuals and small groups to build self-confidence to regain control of their lives and choices. The clients will learn the basics about themselves via identification of personality types, learn how to view themselves in a more positive light, discover their natural skills, learn about both positive and negative thought patterns, how to deal with relationships with others and uncover the career path most suited to them.

Using practical demonstration, learner application and group support, our expert facilitators increase individual's self-confidence using the unique self-esteem bank, to the extent that they are able to use these methods instantly to make better decisions. This in turn improves the individual's outlooks and chances for life changes.

This workshop can be delivered on a 1-2-1 basis or is suitable for a small group of up to 8 people over a period of 2-5 hours.

Although this is a standalone workshop it can also be used as a cost-effective introduction to our Positive Change For Life course.





Who Am I?

Benefits and Results

Benefits to Clients:

- Inspired to believe 'better' is achievable, leading to identifying, setting and achieving goals.
- Improved self-confidence/self-esteem, personal development and acquisition of invaluable life skills and coping strategies.
- Clients will discover their natural skills and have a basic understanding of their unique personality type.
- Who Am I? will result in the client having a better understanding of jobs that are suited to their personality and practicalities of life.
- Through this course they will learn how to make more balanced decisions and improve their employability and routes to success.

Real Life Success Cases



Meet Jane (48)

Jane was so inspired by the help that Positive Change For Life gave her that she is now training as a Life Coach. Having been unemployed for over 20 years, this mother of two had just come out of an abusive relationship and was suffering from depression, low self-esteem, and low confidence. With PCFL's help she used her new-found confidence to sign up to an introductory course in counselling skills at Gloucestershire College.

"I hadn't done any education since I left school and I was so nervous, but it was brilliant. I am now happier, more confident and looking forward to life." - Jane



Meet Pete (31)

Pete got into trouble with the police because of his drinking and anti-social behaviour and ended up in court. He was able to avoid a custodial sentence because he agreed to be life-coached along with having a tag. During his coaching, he realised he was given a chance to sort himself out and to become a positive role model for his children. Pete no longer engages in anti-social behaviour, he is taking courses provided by the Probation Service and is keen to return to work.



Meet Chloe (19)

Chloe was on anti-depressants and on long-term sick leave from her job. Chloe completed the PCFL Course and now works full time in care work, the job she always wanted to do. She has passed all her NVQs and is now off medication.

"I feel more positive, confident and happy and believe in myself more. I got three interviews in one day when I was job hunting" - Chloe

Partners and Locations



Real Life Coaching International (RLCI) is proud to be a specialist service provider for the **BBO (Building Better Opportunities)** programme, called **Positive People**, where we are part of helping thousands of individuals across the South West and countrywide who are out of work; to build their skills, confidence and self-esteem.

- Some of those we work with include people with disabilities, mental health issues, ex- offenders, homeless people and those over 50.
- Working together with lead partner and contractor **PLUSS** and their team of partners and other key stakeholders across Somerset, Devon, Plymouth and Torbay.
- We are now a part of the **Work and Health Programme** framework. We deliver our **Who Am I?** workshops across the country to assist individuals and groups to build confidence and self-esteem using our unique 'heart-based' approach.



Positive People is funded by the National Lottery and the European Social fund.



Future Growth

As part of our plans for growth we at **Real Life Coaching International** (RLCI) are looking to recruit **Real Life Coaches** to train and deploy across the country. We are running a training programme to equip and accredit our own coaches. Some will be drawn from clients who have received assistance in the past from RLCI and now want to learn how to utilise their skills and knowledge gained, to help others.

As a company, we have received approaches from countries including Canada and Australia, who are looking for solutions to the same issues faced in the most marginalised communities in the UK.

Ultimately, **Real Life Coaching International** will be looking to assist in establishing similar programmes overseas.





Real Life Coaching
INTERNATIONAL

Contact Details

Mark Griffiths, Founder and CEO



mark@rlcinternational.com



07875 945517



/Reallifecoach1



@reallifecoach1



/in/markgriffithslc



www.rlcinternational.com

Company details

Real Life Coaching International Limited.

9 Court Orchard,
Wotton-Under-Edge,
Gloucestershire.
GL12 7JB.

Company Reg. No.: 09817752

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