

IMPACT REPORT



2020



5 ways to be happier today

1. ENJOY THE LITTLE THINGS
2. SAY NO (GENTLY BUT FIRMLY)
3. PRACTISE GRATITUDE
4. STOP SAVING STUFF FOR BEST
5. SET YOURSELF AN INTENTION FOR THE DAY

#TEAMBOO

IMPACT REPORT 2020

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What can I say about the last 12 months that isn't some cliché statement?

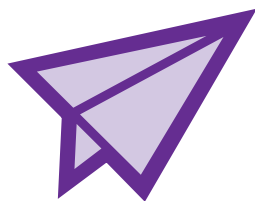
As I am writing this introduction today marks 1 year since the UK went into lockdown and today is national day of reflection. Just over a year ago I asked Team Boo to grab their kit and relocate to the safety of their homes and spend some time with their families. A couple of the team weren't even in Team Boo at that point!

I just dug out the team email I sent to Amy, Helen and Shin on 20th March 2020 and of course I cried! In the email I talk about doing my best to keep everyone employed and working on securing our future! I cried tears of joy that Boo are still here and not just clinging onto our business but positively thriving because we have shown that compassion and doing the right thing really does come good. We have been so fortunate to be joined by Karen Priya and Patti as we head into a secure and exciting future.

SOME HIGHLIGHTS FOR ME INCLUDE...



Receiving brilliant feedback at our first CMI approved centre review



Launching our Caring For Your Teams programme



Becoming a corporate patron of the Octagon Theatre in Bolton



Presenting EMCC International Mental Health Conference

I know this last year has been the hardest and the most upsetting. We have many shared experiences but also many uniquely individual experiences of the last 12 months and I hope you make time to reflect on those experiences and recognise how absolutely amazing you all are!

2020 was a life changing year for everyone. Our customers needed us to step forward and support them in ways we had not planned for and it was the year that our Zoom skills were finally needed!

This years impact report is a special one, it reflects our values and tells the story of our year through the incredible opportunities we were given in supporting our wonderful customers.

All my love and gratitude
Becci x



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Working alongside our frontline
NHS colleagues to support their
mental health and wellbeing by
setting up a staff wellbeing hub

Joining the Covid-19
temporary nursing
register and becoming a
vaccinator

A full-page background image of a sky filled with white, fluffy clouds, all tinted with a deep purple color. The text is written in a white, cursive script in the upper-middle portion of the image.

'We rise by
lifting others'

'Being caring' doesn't seem 'businesslike' somehow. And yet, Caring for our community, our customers and each other is one of the founding principles of the organization. Two of our most popular programmes are 'Caring for Yourself' and 'Caring for Your Teams'.

To be caring is a strength, and one that we are proud to use at Team Boo. Given the urgent need to take care of each other and ourselves in this difficult year, we've made this the theme of our 2020 impact report.

It's hard to know what to include when it comes to documenting what we've achieved in the previous 12 months. These pages contain just a sample of the things that Team Boo have been doing – giving perhaps a little extra focus on our work with the NHS. We hope that the voices of our customers shine through as much as our own words; their happiness is our success.

Self care and caring for others are complementary tasks.

Team Boo x



CARING FOR FOR EACH OTHER



Our reflection back on 2020 took place over zoom. Here's a snippet from some of the team.

CELEBRATION DAY

The first working day back in January is known at Boo HQ as 'Celebration Day', in which we all talk about what we've been most proud of over the last twelve months, what we're most excited for in the year ahead, have an office picnic and hatch plans.

We started 2020 with a gratitude wall, ready to be filled with all the wonderful things the year would bring. Over an office picnic, we each drew out or collaged our goals and dreams – little knowing what was round the corner.

IN CONVERSATION WITH HELEN, LEARNING AND COACHING CONSULTANT



I'm so proud of what Team Boo have achieved in 2020 and the way we have lived by our values; the way we readjusted our working ways and were able to respond to the need we saw around us.

Providing wellbeing support to NHS workers to support their amazing work throughout the pandemic will be something that I will always remember.

I also loved getting to know the team at Leverhulme Academy Trust (more on Page 26) and supporting them to explore coaching.

Another year where we had the privilege to meet so many inspiring, kind and all round wonderful people.

SHIN, OUR DIRECTOR OF GETTING STUFF DONE – WHAT I AM MOST PROUD OF FROM 2020



“I’m so proud that anything Boo do is done nicely and with kindness.

I’m proud that during 2020 not only did we keep going, we grew. I’m excited for 2021 because if we achieved as much as we did in that difficult year then just imagine what we can achieve this year!”

AMY’S ONE YEAR ANNIVERSARY WITH TEAM BOO WAS IN 2020 HERE ARE SOME OF HER REFLECTIONS FROM THE LAST YEAR

“In organisations with fertile soil and the desire to grow orchards, we gently plant the seed of change. Leaders become coaches and mentors to teams they trust and value. Those teams learn how to properly care for each other and themselves.

We guide people towards finding gratitude and joy in every day; they end our programmes astonished by the power of these two simple treasures. We show them how to make decisions from the very core of what makes them who they are. We encourage women in particular to aspire, to care for themselves, to be properly selfish, so that they can be their best selves for those they love and lead.

We’re not a charity, but we do change lives.”



We encourage women in particular to aspire, to care for themselves, to be properly selfish, so that they can be their best selves for those they love and lead.

INTRODUCING PRIYA

2020 WAS THE YEAR THAT PRIYA STARTED WORKING FOR BOO



A backpacking adventure took Priya out of the corporate world and onto the path of seeking a deeper connection to happiness, a journey which led her to become a Yoga and Meditation teacher.

Priya also has 16 years experience as a Community Development Manager in the Charity, Voluntary and Community sector in Bolton. Priya will be supporting Team Boo with our wellbeing programmes, as she works towards her vision of creating a community of people with healthy minds, bodies and hearts.

"Even though it was during the pandemic I just felt like it was the right place for me to come. Boo represents everything I've worked towards all my life, I just want to make people happy and healthy. A lot of elements of yoga teaching links into coaching, it's all about the union of the person and looking after mental health and wellbeing so it just lands with me so well and I love it. I'm proud to be part of the team and I'm really excited about the Caring for Yourself Programme."

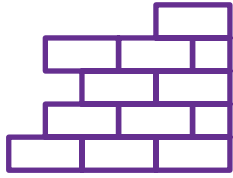
"Boo represents everything I've worked towards all my life, I just want to make people happy and healthy"

BECCI, FOUNDER AND DIRECTOR OF COACHING

"I am passionate about the role that coaching can play in creating healthy and happy workplaces and even more so in the creation of healthy and sustainable communities. I believe we have a responsibility to offer inclusive programmes that help democratise and demystify coaching and I am proud that we are continuing to do this despite the current challenges we are all facing."



TOP FIVE STRENGTHS AS A TEAM



1.
**RELATIONSHIP
BUILDING**



2. **MAXIMISING
RETURN**



3.
**LEAPING
INTO
ACTION**



4.
**BEING FREE
AND FLEXIBLE**



5. **POSITIVE
THINKING**

When each of us joined Boo, we undertook a strengths assessment. This helped us to structure our roles around the things that we do best, in order to make the best possible contribution to the team.

Next, we are 'activators', which means we turbo charge things to get them done – we limit the time spent hatching places and then we leap into action.

We also score highly when it comes to our autonomy. We have the flexibility, freedom preparedness to say 'yes we can do that!'. It also means we can adapt to the changing needs of our customers.

Last but not least, we are beacons of positivity – bringing a contagious energy and enthusiasm into all that we do.

As a team our biggest overall strength is empathy and relationship building. Making friends and nurturing our connections - within the team, with our customers and in the community. We find the time and opportunity for good quality one-on-one interactions and form close, caring, mutual relationships. This is why people feel cared for on our programmes, and how many of our customers have become friends!

Our other four top strengths are equally weighted – secondly we are good at ensuring a maximum return on investments; prioritising quality over quantity. This means that when we are commissioned for a piece of work we give our all and take pride in the result.



When we were asked to help support frontline NHS workers in March, with no particular brief only a strong sense of urgency, we felt as if we were perfectly placed to take on the task. Looking back at our strengths, it's clear to see why!

CARING FOR OUR COMMUNITY

The Roll out of our first wellbeing coaching programme – part of a multi-agency project in Heywood, Middleton and Rochdale around the HMR strategy “Driving a positive culture change by empowering people to actively engage in their own health and wellbeing and live better lives

BOOSTING BOLTON AND BEYOND THE ROLL OUT OF OUR FIRST WELLBEING COACHING PROGRAMME



Whilst 17 multi-disciplinary candidates worked towards becoming professional coaches on one of our Chartered Management Institute (CMI) qualifications, Team Boo designed a bespoke wellbeing coaching workshop for them to deliver, with all associated materials and resources. We also developed Train the Trainer resources and a facilitator toolkit for them, including a specific wellbeing toolkit, handbook, coaching cards and values cards, a session plan and materials.

As 2020 dawned, it was time for our newly trained facilitators to start delivering our specially-designed workshop across the borough, equipping three cohorts with the key skills, knowledge and techniques to help them empower people to care of themselves. The aim of the workshop is not to train ‘coaches’ but rather help participants develop a coaching approach with their colleagues and clients.

The delivery to these initial three cohorts took place over five days between January and March 2020, and our new coaches were accompanied by Team Boo to quality assure their approach and provide additional support.

‘Health coaching can equip staff with additional conversational skills, techniques and the mind-set to support and empower people toward their own goal...as well as potentially improving care cost efficiencies’

Health Education England

CHARLOTTE MARSHALL

DIRECTORATE MANAGER, HMR COMMUNITY SERVICES, BURY AND ROCHDALE CARE ORGANISATION

COACHING CERTIFICATE PARTICIPANT AND BRAND NEW WELLBEING COACHING TRAINER

I want to give two perspectives to my experience, firstly of Boo as a training provider and secondly how useful the Coaching and Mentorship training is proving to be for us as an organisation. Training with Boo is as far removed from traditional course teaching as you can get. Forget dull, death by Powerpoint dry training days and say hello to fun, interactive adult learning. I probably learnt as much about myself as I did about Coaching and Mentoring which I'm sure was no accident on Boo's part.

The learning feels holistic, you can't coach and mentor until you understand there are hundreds of different tools, techniques and ways to do it. Perhaps that's my point, training from Boo is like getting a big, sparkly beautifully wrapped

gift delivered and when you unwrap it and look inside, there isn't just one gift, the box contains multiple shiny gifts and they all have your name on.

Back in real life, the impact of Coaching and Mentoring for our teams has been life changing and that's not me using an over indulgent management cliché – that's genuine, unprompted feedback. Coaching looks to the future and as another coachee said, I have been in counselling for years, dwelling on my problems, I haven't smiled like this in years and it's only my first coaching session. Feedback like that speaks for itself and it has only been possible through the training provided by Boo.

PRESENTING THE IMPACT OF MENTORING AT BACKUP NORTH WEST



We are proud guardians for the local charity BackUp North West. Team Boo work with CEO Maura and her leadership team to provide coaching and mentoring opportunities as well as fundraising for the young people.

At the European Mentoring and Coaching Council Global Mentoring Conference in October 2020 Becci interviewed Maura, exploring the impact mentoring has had at the charity very close to our hearts.

OUR TIMEBANK IN 2020

We believe that we have a duty that goes beyond corporate social responsibility to add real value to society. For us, it's a pleasure to be able to do this.

For every day of paid work that we are commissioned, we bank one hour to give back to the community. The more work we win, the more good we can do for society. In choosing Boo to deliver a leadership programme or qualification, you are generating social value! This time might be used for pro bono coaching and mentoring, for wellbeing sessions, for supporting our charity partners or volunteering our time and expertise in any way that might range from sitting on a board to packing hampers for people who are struggling at Christmas. We take opportunities as they arise.

The great advantage is that as private enterprise we are not bound by funding restrictions or remit; we choose to give where we see the greatest need and we can make the biggest impact. However, because we put the needs of our customers first, it's not always possible to 'spend' our community hours during our busiest times of trade. This shows how commercial companies can work alongside the third sector to make the world a better place.

When we have hours left over, they are divided up between each of Team Boo to decide how they are used. The team can donate them to an organisation close to their heart or spend that time volunteering to serve the community themselves.

The great advantage is that as private enterprise we are not bound by funding restrictions or remit; we choose to give where we see the greatest need and we can make the biggest impact.



IN 2020 WE GAVE BACK **163 HOURS** TO SOCIETY.
THAT ACCUMULATES TO **20 DAYS**



IN 2020 THE **NATIONAL HEALTH SERVICE** HAS BEEN BOTH OUR BIGGEST CUSTOMER AND THE BIGGEST RECIPIENT OF OUR 'SOCIAL SPENDING'.

WE GAVE **113 HOURS** BANKED TO THE NHS



THE OTHER **50 HOURS** WE GAVE TO LOCAL SCHOOLS, OUR CHARITY PARTNERS, SITTING ON PANELS AND BOARDS, AND PROVIDING A HOST OF WELLBEING RESOURCES TO THE PUBLIC.



Forest Frontiers is 🥰 feeling thankful.
16 Aug · 🌱

ANNOUNCEMENT!
We are thrilled to share with you that **Boo Coaching & Consulting** have donated a full 3-day block booking for 1 child for week commencing 24th August!

I can't quite believe it, but what a thoughtful and kind gesture!
A huge thank you to Boo for there generosity!

So with that said.... we need your help!

We want this place to go to someone who really needs it and would hugely benefit from the sessions.

Therefore we are asking you to nominate a family that has a child who would love to attend:



A Year of Dates
30 Sep · 📅

Paying it forward
As promised for each Year of Strength box sold we've donated one to help.

We're delighted that in last couple of weeks 40 boxes have left the building!

They've been sent to the Marie Curie Hospice in Bradford, the NHS Employee Benefit and Wellbeing Department, and we were lucky enough to hand deliver (from 2m!!) one batch to **Boo Coaching & Consulting** who have been helping front line staff throughout the pandemic.

The lovely ladies at Boo also helped with the creation of the box, so it was great to be able to thank them in a useful way.

KP Financial Wellbeing Presents

BUILDING OUR FUTURE TOGETHER

OUR BUSINESS SUPPORTING YOURS

FREE WEBINAR
FRIDAY 12TH JUNE - 3PM

Kaye Price Financial Planner	Becci Martin Coach	Alison Marsh Accountant	Karen Pilkington HR Expert	Robin Torr Solicitor
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TO REGISTER AND FIND OUT MORE ABOUT THE SPEAKERS FOLLOW THE LINK IN BIO

INSIGHT FINANCIAL SOLUTIONS

FIR

pilgrimHOPE SOLUTIONS

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CARING FOR OUR CARERS

The 2020 coronavirus pandemic hit hard for those working in healthcare. The nation united in celebrating the NHS and its people who faced the most difficult and unprecedented time of their careers.

CARING FOR THOSE WHO CARE FOR EVERYBODY ELSE



What could be done to support them in such a pressured, uncertain environment, in which resources were limited and the timeline indefinite? Southport and Ormskirk NHS Foundation Trust acted quickly in securing some extra support for their teams.

When they called in Team Boo, they didn't know exactly what form that support would take – and neither did we. We had to be intuitive, responsive, flexible and fast.

OUR APPROACH

We know that investment in individual wellbeing leads to the creation of a resilient workforce, which in turn contributes hugely to an organisation's ability to deliver high quality care; the end result being happier, healthier staff, and happier healthier patients.

This investment pays the greatest dividends when it is made early, before the concept of self-sacrifice becomes so ingrained in us that we spend our working lives in a constant state of near burnout. However, we are so confident in our methods that we knew we could adapt to a time of crisis, and Team Boo were certainly up for the challenge. The first phase of our support ran from March – August 2020. That is what

the information here relates to. We picked up again in October, and that work is still ongoing.

FIRST STEPS

Becci, a mental health nurse by background, rejoined the nursing register to facilitate the support we could offer. From the start we understood the need to provide wellbeing interventions and emotional support for ALL roles, in recognition of each individual's specialised contribution to the preservation of life.

To maximise accessibility across two large hospital sites and a 7-day shift pattern, we knew our offer would have to include both virtual and face-to-face support, as well as resources for distribution.

“When they called in Team Boo, they didn't know exactly what form that support would take – and neither did we. We had to be intuitive, responsive, flexible and fast”

WHAT WE DID

FACE TO FACE

Set up a dedicated Wellbeing Hub at the Southport Hospital site – a socially-distanced safe space to find calm, resources, a warm drink and a listening ear



Offered face-to-face support in other quiet rooms across both sites, where appropriate



Set up a system of staff wellbeing 1:1s, which they could easily book themselves, as required, through our dedicated phone or email line



Established a relationship with individual units and teams to make them aware of our services and share information



Becci attended weekly CEO briefings



Worked closely with the chaplaincy team



Set up a gratitude tree

Delivered some targeted work with the matrons around values



Distributed veg boxes donated by 'Harvest for Heroes'

Distributed Boo resources to different departments each week – wellbeing Boost bag, self-isolating activities, and activity packs for the children and grandchildren of staff



Delivered modules on self care as part of student inductions into the workforce

Hosted wellbeing crafting sessions – 'crafternoons'



Brought the existing contents of our Beauty Bank to the hospitals to be distributed amongst staff



Provided leadership and coaching and support for managers

"I just wanted to say an enormous personal thank you for today. Honestly, it was just amazing, the support that you have given to those who came to see you.

I never could have imagined how well it would have been received. I'm honestly so grateful from the bottom of my heart."

VIRTUAL SUPPORT



Maintained a consistent social media presence on staff pages, along daily themes. We shared wellbeing tips and advice, inspirational quotes, and information on how to contact us for help



Working with the Chaplaincy Team, established and contributed to the 'Thankful Thursday' video message



Attended virtual update meetings with Organisational Development team, and set up a Whatsapp Group for ease of collaboration with them



Manned a dedicated booking line and email for staff to arrange 1:1s with us



Set up an Amazon wishlist and used our outside networks to raise donations

Liaised with Amazon to install a locker on site



Contributed to the staff weekly newsletter

Recorded short yoga, breathing exercises and mindful sessions for staff



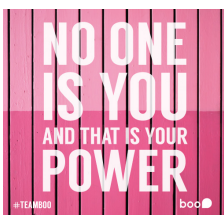
Coordinated the nomination process for people to receive donated veg boxes, collating the lovely words they wrote about each other and helping to strengthen their sense of team



Using our graphic design contacts, translated the Trust's chronology of Covid response into attractive, accessible document for them to share and take pride in



Liaised with local businesses for donations



Devised some fresh inspirational and motivational quotes, along relevant themes, to share with staff



Raised awareness on our social media platforms of the important work of the Trust



Reached out to those who were self isolating, helping to keep teams connected

Boo Coaching have provided us with outstanding support. Their compassionate approach and insight into our specific organizational needs has been amazing.

Claire Harrington, via social media

RESOURCES DEVELOPED, DISTRIBUTED AND USED

Using our graphic designer we got the existing OD material branded and refreshed

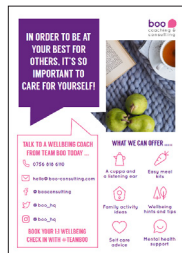


Inspirational quote postcards given out with a handwritten note, including information on how to book wellbeing check in with Team Boo on the back



Veg boxes donated by 'Harvest for Heroes'

'Talk to Team Boo' posters were designed, and distributed in hard copy and online



All the contents of the 'Beauty Bank' we run

Donations via our Amazon Wishlist from our wider networks, for example, hand creams and lip balms



Put together simple, healthy meal kits and recipe cards for 'Foodie Fridays', meaning that cooking nutritious food was one less task for exhausted staff members that day

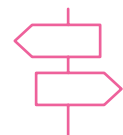


10 minute webinars on self care themes



Resource packs designed around promoting self care

Resources distributed and shared with local nursing and care houses



Using our graphic designer we produced a poster of the unique poem collated by the Chaplaincy Team to honour their colleague Jo, lost to Covid



Donations from local people and small businesses, for example, hand made soaps

"I just wanted to say a huge thank you for your help over the last few months. Helen – you are amazing!"

I can't tell you how much you've helped and reassured me when I have been at my lowest ebb and made me realise to be kind to myself and it's okay not to be okay! Your techniques and ideas have changed my outlook on life and I can feel so much more positivity each day and look for the good – I love my gratitude journal and take the time most days to write things down.

I am so grateful for the time you've spent with me, nothing has been too much trouble – you have made me calmer and more able to deal with life at the moment."

SOME MAGIC NUMBERS

Between March and August
Helen and Becci provided
**300 wellbeing 1:1s
for staff**

Those who visited Team Boo
were surveyed about their
experience

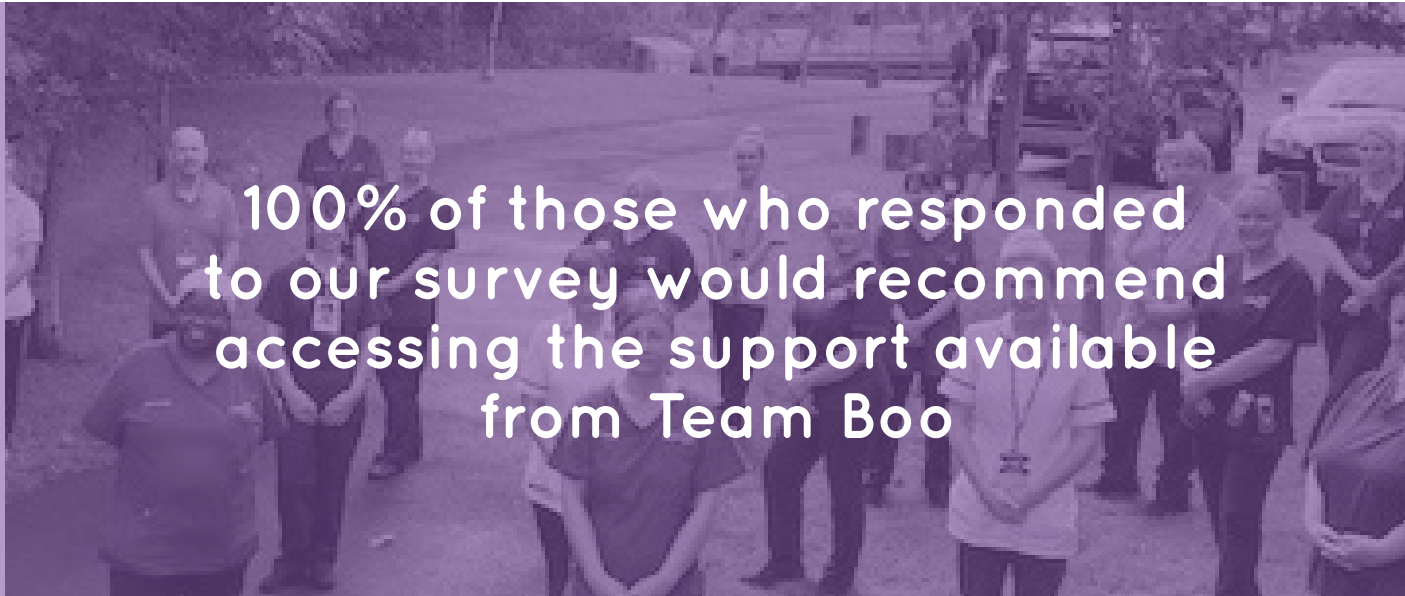
**80% stated they
contacted Team Boo
for a listening ear**

**“Thank you on behalf of the
Trust for everything you and
the team have done...most
people may not realise that
at the height of the pandemic
you chose to be front facing
and work alongside the front
line – thank you.”**

Bridget Lees,
Director of Nursing
Southport & Ormskirk NHS Trust

**What do staff say they are now
doing differently as a result of
spending time with Team Boo?**

- “Focusing on positive thoughts”
- “Noting three positive daily occurrences”
- “Making self care more of a priority”
- “Letting go of the guilt associated with putting myself first sometimes”
- “Seeking more balance in life”
- “Reflecting on where I am on the burnout grid”
- “Doing more things I enjoy without feeling guilty”
- “Spending ME time”
- “Taking better care of myself”



**100% of those who responded
to our survey would recommend
accessing the support available
from Team Boo**

2020 WAS DEFINITELY THE YEAR THAT OUR WORKPLACE WELLBEING PROGRAMMES REALLY TOOK OFF!



Our popular Caring for yourself programme evolved to provide the resources that our NHS colleagues really needed. We found creative ways to deliver the breakfast, lunch and supper clubs in the virtual space whilst adding to the content to make sure we were as accessible as possible.

Customers who benefitted from the CFY programme in 2020 include;

NHS Trusts

- North West Boroughs NHS
- Bolton NHS
- Southport and Ormskirk NHS

CCGs across North East London including;

- Havering & Redbridge
- Barking & Dagenham
- Newham
- Tower Hamlets
- City and Hackney



This is all about engaging in positive and healthy renewal activities...putting your own oxygen mask on first!



Practical techniques to challenge and quieten our inner critic.



Includes a meditation session and tips on how to easily incorporate mindful moments into your day.



Exploring the benefits of practicing gratitude and sharing a few helpful approaches.



Focusing on our own mental health and how we can better support ourselves and others at work.



Learning about the Japanese concept 'ikigai' and connecting our values to what we do every day.

IN 2020 WE DELIVERED

1337 hours of interactive learning, equivalent to 167 whole days

“This was very well presented throughout the programmes. I love the thought tree! The caring for yourself element was particularly good.”

CARING FOR OUR CUSTOMERS

It's been two years since we launched our delivery of CMI programmes and we will soon be approaching our 100th participant.

OUR HIGHLY-RATED CMI CENTRE



The Chartered Management Institute (CMI) is the only Chartered body in the UK that awards management and leadership qualifications, and the only body that awards 'Chartered Manager' – the hallmark of any professional manager – literally setting the standards that others must follow. When you join CMI you're making a statement about your standards and determination to continue to develop your management skills. When you choose Boo to deliver your CMI programme you can expect a fun, practical and supportive learning environment in which you can develop the skills and confidence to be a fantastic coach and mentor.

During the 2020 pandemic we switched our programme delivery to virtual and welcomed Karen into the delivery team as a supportive facilitator and contact for all our registered participants where she has been able to offer frequent drop in sessions and guidance around assessments and coaching practice. This has been really well received by our registered learners and has even encouraged those who were struggling with assignments to reach out and build their confidence.

THOUGHTS FROM KAREN:

"Over the last year we switched our face to face offering online in a short space of time to respond to the current climate. We seamlessly helped our existing groups make the switch enabling them to complete their qualification remotely. During 2020 we supported 4 open cohorts through the CMI Level 7 qualification in Coaching and Mentoring. Delivering online has had the benefit of helping aspiring coaches connect from all over the country and learn new skills of remote coaching.

The feedback has been excellent! During 2021 we will continue to deliver the programmes online and have added to the learning experience by creating a more blended learning approach, supporting the online workshops with video resources and online one to ones and assessment support. I'm so please with the quality assurance process we went to – it was such a positive experience and we gained great feedback from our CMI Relationship Manager."

"Bringing a unique expertise to the fore, Boo brings heart, passion and insight to coaching and mentoring. It's an incredible pleasure to work with such a knowledgeable and quite frankly, brilliant, group of people - their passion for what they deliver is inspiring. The partnership between CMI and Boo is going from strength to strength, and I look forward to seeing how this develops further in the future."

Tara McDougall,
Employer Partnership Relationship
Manager, CMI

Doing my level 7 qualification in mentoring and coaching with Boo Coaching has been a great experience. I chose to study with Boo because I know how much they care about their students and the support they give is second to none. The course definitely takes a bit of time investment but I honestly don't think you could choose a better provider than Boo. They have given me the support to coach with confidence and I'm much better for it. Go for it!

CMI LEVEL 7 COACHING & MENTORING CERTIFICATION PARTICIPANT



In June we had our first CMI-approved centre visit, to ensure our delivery, assessment, verification and quality management processes met the high standards of the chartered management institute. We had the opportunity to talk through all aspects of our approved centre

INCLUDING



Policies and processes



Our COVID-19 response



Our resources and web page



Learner feedback



Team development and quality assurance

I have been thinking about attending the CMI L7 coaching and mentoring programme for a while. I decided to dive in and join the course as my lockdown development qualification. I was apprehensive about attending such a programme where all the delivery was through a virtual platform. That apprehension was put at ease immediately. Boo have an amazing approach of including people upon sign up – a beautiful and useful tool kit came in the post to prepare you for the programme, the content was delivered in an interactive way with a perfect blend of theory and practice, Karen our trainer has exceptional knowledge with a support package ensuring you had support during and after the programme. All this delivered with compassion and a sprinkle of Boo sparkle. The programme helped me to further develop my coaching skills and has provided me with lovely new skills and tools to use. I would definitely recommend this programme to anyone wishing to develop their coaching and mentoring skills further.

CMI LEVEL 7 COACHING & MENTORING CERTIFICATION PARTICIPANT

CARING FOR OUR REGION

As part of our commitment to social value it's important for us to connect with the various drivers for change in Greater Manchester. Here are 10 ways that team boo have been present and involved with positive action in the wider region in 2020:

7 WAYS

WE'VE BEEN INVOLVED IN BUILDING GREATER MANCHESTER BACK BETTER

1. THE GOOD EMPLOYMENT CHARTER

Agree that the principles of good employment should still underpin everything even during these unprecedented times.



2. GOOD BUSINESS CHARTER - BECAME ACCREDITED IN 2020

"Boo Coaching and Consulting is one of our smallest members but is punching well above its weight at this time of crisis."

GBC

"We are determined to prove that we can do business differently, with fairness and kindness at its heart, and being one of the first businesses to adopt the Good Business Charter will help to inspire others. What a brilliant community to be part of!"

TEAM BOO



3. We sat on the Living Wage Week steering group and hosted Bolton's event for Living Wage Week. We were also panelists for the GM Living Wage Campaign



4. Wrote an article for Greater Manchester Poverty in Action on the case for improved pay for key workers

5. We continued our involvement with the Greater Manchester Social Value Network, as they prepared to launch their manifesto in early 2021



6. We are active in our region's Chamber of Commerce and in 2020 were awarded the Chamber of Commerce 'Business Hero' award, which recognised businesses that have gone 'above and beyond' to support their communities during the pandemic.



7. We joined the newly-launched Greater Manchester Women and Girls Equality panel

CARING FOR OUR FUTURE

It started with a curious conversation after Sarah spotted our purple goody bags and joyful branding on social media...

LEVERHULME ACADEMY TRUST



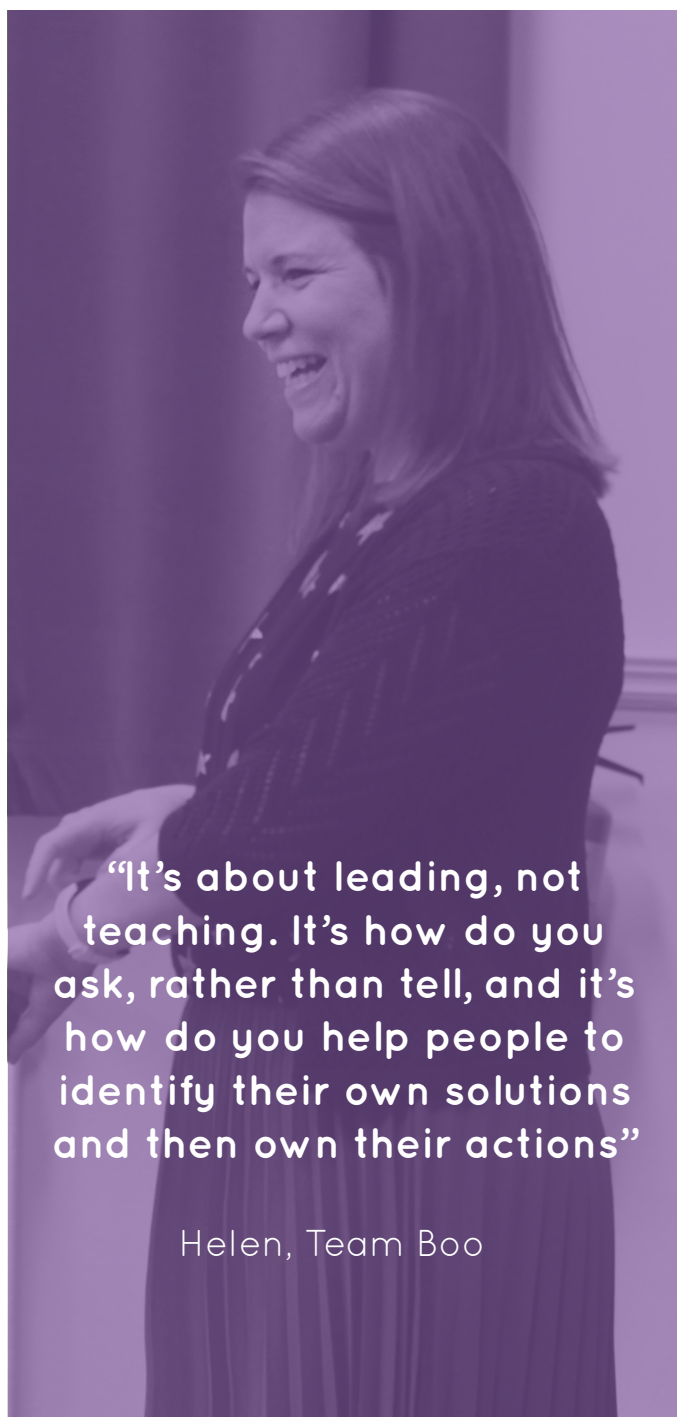
Team Boo were approached by the Sarah, the Director of School Improvement at Leverhulme Academy Trust in early summer with an initial request to support a 2-day coaching skills for school leaders programme. The Academy Trust is comprised of two schools in our home town of Bolton, Harper Green and Rivington and Blackrod. Team Boo were just finishing up an intensive four months supporting frontline NHS staff and what started as a change of scenery for a few days turned into a much longer piece of work which continues beyond 2020. For Helen it became one of the highlights of the year.

Helen: "Their main motivation was to enhance their leadership approach. They liked our values and what they'd seen of how we did things. Their vision was to build a coaching culture across the leadership and staff, ultimately for the benefit of the pupils. We delivered our 2-day "Curious Conversations" programme with the senior leadership team in August."

"Curious Conversations" is a two-day programme aimed at creating a coaching culture in an organisation. It offers leaders and future leaders the opportunity to explore their approach to using a coaching style of leadership. In a complex environment of formal and social networks, coaching can help leaders work across and break through barriers.

LEADING, NOT TEACHING

Helen: "It's an introduction to developing more of a coaching style within conversations. It's about leading, not teaching. It's how do you ask, rather than tell, and it's how do you help people to identify their own solutions and then own their actions"



"It's about leading, not teaching. It's how do you ask, rather than tell, and it's how do you help people to identify their own solutions and then own their actions"

Helen, Team Boo

The programme introduced tools such as the GROW model and the coaching wheel, looked to some great coaches and the examples they set, and explored listening with empathy, asking great questions, contracting effectively and enabling accountability.

Helen: "It was amazing to see the focus, attention and enthusiasm - and all this just two days before the GCSE results came out. Everyone was open to it and we really clicked. Afterwards they asked 'what's next?!'"

As a result of these original two days, Team Boo and the Leverhulme Academy Trust have built an ongoing relationship, starting with twilight sessions each half term to help the staff develop their coaching skills.

By October Team Boo had started to work with the middle leaders and rolling out the plan to introduce a coaching culture to almost 400 staff. Some of these staff have signed up to formalise their skills with the CMI Level 7 qualification in coaching & mentoring and we are looking forward to supporting them to achieve this.

PLANS FOR 2021

Team boo are now working with the senior leaders and governors of leverhulme academy trust for a values refresh.

Chief Executive Paul Roach's vision is for the academy values to be clear and for every member of staff to be aligned with the schools' values.

"I want the values to shine through the actions of the whole staff team and our pupils"

Helen: "My highlight from this piece of work is the enthusiasm of the senior leadership team from their experience of the initial 2 days together, so much that they wanted to grow it. I'm so excited for what 2021 will bring for this team."

"I find it really interesting how it's opened my mind to new approaches to leadership and given me strategies that I can use to more effectively develop staff rather than just manage them. To just bring them along as individuals and give them a bit more autonomy in their own roles. A pivotal moment for me was the coaching continuum - understanding that different people need different amounts of directions, it gives some flexibility."

Participant, Rivington & Blackrod School

"I love having those conversations where people say I tried this...and it made a difference"

Sally Moore, Head of English,
Rivington & Blackrod School



CARING FOR OUR TEAMS

At the beginning of 2020
we began exploring how we
could support mental health
at work and the beginnings
of our Caring For Your
Teams emerged!

OUR NEW PROGRAMME LAUNCHES IN BOLTON

As we embraced the challenges that 2020 created it became clear that we were supporting managers in navigating more and more mental health related concerns at work. We built a programme along similar lines to our popular CFY programme with a mix of virtual and face to face approaches.

This programme came about as a result of the work Team Boo were involved in whilst supporting frontline NHS staff who were giving their all to the fight against Covid-19. We were so aware that mental health in and out of the workplace needed more focus and we wanted to take our Caring For Yourself programme a step further to busting the stigma around mental health and help managers to practically support all staff and volunteers.

CARING FOR YOUR TEAMS – BOLTON NHS FOUNDATION TRUST

Caring For Your Teams was a new programme launched in 2020 which has been specifically developed for managers across all organisations. The Caring for Your Teams programme helps participants to create the best conditions for their teams to thrive with a particular focus on creating a mentally healthy workplace for all.

This programme came about as a result of the work Team Boo were involved in whilst supporting frontline NHS staff who were giving their all to the fight against Covid-19. We were so aware that mental health in and out of the workplace needed more focus and we wanted to take our Caring For Yourself programme a step further to busting the stigma around mental health and help managers to practically support all staff and volunteers. The programme included ...



THE MENTALLY HEALTHY LEADER

How you can care for your mental health as a leader and role model this with your colleagues and teams



CREATING A MENTALLY HEALTHY WORKPLACE

How you can create the best conditions for your teams to thrive where there is a continuous focus on employee wellbeing



HONESTLY, EVERYTHING IS FINE! –

Having mentally healthy conversations with your teams and listening to understand how people really are.



WHEN THINGS REALLY AREN'T FINE

A guide to supporting colleagues in crisis, what to do when you are worried about a colleague's mental health.

“This was very well presented throughout the programme. I love the thought tree! The caring for yourself element was particularly good.”



“It has helped me step back and assess my own needs to enable me to help my staff”

“I really liked this course and feel it worked very well in the virtual format”

100%

of those surveyed in the pilot programme said they were likely or very likely to implement the tools presented during the programme.



CARING FOR OUR LEADERS

MIDLANDS LEADERSHIP AND LIFELONG LEARNING ACADEMY

We began working with the newly formed Midlands Leadership and Lifelong Learning Academy (part of NHS Improvement) in the spring of 2020 on a number of initiatives including;



Midlands
Leadership Academy



Quality assuring NHS coaches in preparation for transfer onto a Midlands wide CoachNet and supporting the team to successfully introduce CoachNet across the whole of the NHS Midlands footprint



Supporting the Midlands LLL team to connect and build on their strengths as a newly formed team

“The delivery style was very engaging, quite clever actually, you didn’t really see it as a course, more a journey of self-exploration and change”

Providing CPD for NHS coaches through a suite of webinars which could be accessible in the most challenging of times

- Coaching in a VUCA world
- Caring for Yourself
- Emotional Intelligence for Coaches
- Working with Values in Coaching
- Coaching in a Virtual Space
- Working with Clients in Challenging Situations
- Self-Compassion and Coaching
- Trauma and Coaching
- Adding to your Coaching Toolkit
- Coaching for Wellbeing
- Building Confidence with our Clients

DR CLARE PRICE DOWD

HEAD OF LEADERSHIP AND LIFELONG LEARNING NHS ENGLAND & NHS IMPROVEMENT – MIDLANDS



Why did you need a bit of support and why did you choose Team Boo?

The Midlands Leadership and Lifelong Learning Team are brought together at a time of immense turmoil. NHS England had undergone a restructure resulting in the former East and West Midland leadership Academies being dissolved. People lost their roles, others did not get the roles they hoped for, many roles were simply not filled. Against this was the Covid Pandemic. A new team had to form having never met, having to figure out how they would work together and support leaders and leadership. We could not do this alone.

We decided early on to be a team led by values and that those values would be inclusive, transparent and fair. We chose Boo to help us be the best we could be because we felt they understood our needs, shared the same values as those we wanted to develop and had a flexible attitude and professional manner that gave confidence in uncertain times.

How did you find the programme?

The programme was the perfect fit for our needs. Being based around us and our style it connected to us on a plane we would not have achieved otherwise. The style was a great mix of support and challenge, it felt like being wrapped in a warm blanket; safe and a place where we can share in a spirit of trust.

Were there any challenges?

I was very aware that not everyone in the team had ever been in the leadership development world before and whilst a number of the

team 'got it' there were some to whom any development like this was alien. The, the number of sessions and the commitment to pre-work was not always straightforward but everyone embraced the challenge and attended and fed back how much they got from it.

What were the highlights?

The sharing and spirit in which everyone entered into the learning. The number of conversations that went on afterwards and are still continuing! The follow up, the packs through the post, the personal support offered

What have the outcomes been for you?

This has created a great foundation for our team in terms of how we work together, what we understand about each other and how we are with each other. It has set the tone for our mutual respect but also given the platform for people to speak up and speak out, knowing they will be listened to.

“This has been an extraordinary piece of work and I hope we are able to continue a long and productive relationship, working with Boo”

CARING FOR OUR PLANET

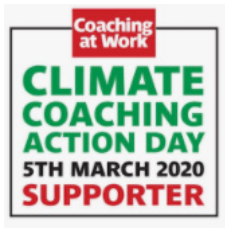
The first ever Climate Coaching Action day took place on 5th March 2020 in a bid to engage the coaching community to come together to respond to the climate emergency.

As a cause which is close to Helen's heart, Helen went on to design and deliver a webinar to share the new coaching tools. This included the trusty coaching wheel which was adapted with climate themes in mind – which would be reflected in many people's everyday lives. Namely:

- Travel,
- Food choices,
- Ethical suppliers
- activism
- Recycling
- Ethical customers



It is easy to feel overwhelmed when thinking about the climate emergency, so we first encouraged people to think about the things that they are already doing! The changes they have already made and the impact they have already had. This then frees up the mind to think of some next steps – small things that can be done and small changes that can be made to further contribute in a positive way to the changes as part of the whole movement. We also did this based around Boo to help us to identify what other small changes we could make to become kinder to our world.



CARING FOR THE EARTH – CLIMATE COACHING DAY

We supported the very first Climate Coaching Action week in 2020 and Helen led on our response to the question post by the climate coaching alliance 'how can coaching help to save the planet'

This fits I perfectly with the way we do things at Boo and we leapt at the chance to sign and become a part of it!

“Each of our little actions make a difference. About how we can encourage people to recognise this and how people can think about the steps that they want to take without it becoming overwhelming.

So I created a new coaching tool to help people do just this. Take one step at a time, start by recognising what you are already doing and think about what you could do next.”

“We don’t need a handful of people doing zero waste perfectly. We need millions of people doing it imperfectly”

Anne Marie Bonneau

CARING FOR YOURSELF

SELF CARE IN 5 MINUTES @ WORK



Take a few
deep breaths



Stretch your
body



Drink water



Pause and
write down
three good
things



Enjoy a
soothing cup
of tea

SELF CARE IN 15 MINUTES @ WORK



Take a walk
outside



Enjoy a
snack away
from your
screens



Write in your
journal



Connect with
a friend via
text or call



Listen to
music that
makes you
smile

SELF CARE TIPS

SELF CARE IN 30 MINUTES @ WORK



Enjoy a
proper lunch
break



Read a book



Listen to a
podcast



Take a
mindful
walk



Do a spot of
chair based
yoga

**“SELF CARE” MIGHT
BE FEEL LIKE ONE
MORE THING ON
YOUR “TO DO” LIST –
BUT IT’S THE THING
YOU SHOULD DO
FIRST THAT MAKES
EVERYTHING ELSE
ON THAT LIST A BIT
EASIER.**

JANUARY



ATTENDED LAUNCH OF GOOD EMPLOYMENT CHARTER



KAREN JOINED AS AN ASSOCIATE COACH AND LEARNING FACILITATOR

LAUNCHED A LITTLE BOLTON WANDER



FEBRUARY



BOO WERE FORMALLY RECOGNISED AS A RESPONSIBLE BUSINESS BY THE RECENTLY-LAUNCHED GOOD BUSINESS CHARTER



WE WERE HEADLINE SPONSORS AT THE BACKUP NW LADIES' LUNCH - WROTE OUT A NOTE OF HAPPINESS FOR EACH OF THE 130 ATTENDEES



MARCH



RECORDED A WEBINAR FOR CLIMATE COACHING ACTION DAY



AMAZON WISHLIST LAUNCHED



RAN OUR FIRST ASSURE SESSION OF THE YEAR, COFFEE, CAKE AND HAND SANITISER



WRAPPED UP HMR WELLBEING COACHING PROJECT



THE WHOLE TEAM HAD A WEEK OFF TO RALLY OUR STRENGTH



BECCI REJOINED TEMPORARY NURSING REGISTER



LAUNCHED OUR COACHING CARDS

APRIL

CMI LEVEL 7
DELIVERED
VIRTUALLY FOR
THE FIRST TIME



BEGAN OUR VIRTUAL CPD
PROGRAMME FOR COACHES
ACROSS THE MIDLANDS NHS
FOOTPRINT

BOOST BAGS
LAUNCHED



HARVEST FOR HEROES
NOMINATION



CHILDREN'S
ACTIVITY
PACKS



LAUNCHED OUR
MEMBERSHIP SCHEME

BECCI GAVE FREE
LIVE WEBINAR
'LEADING IN A
VIRTUAL SPACE'



MAY

HIGHLIGHTS
20

WE WERE THE FIRST CASE
STUDY FOR THE GOOD
BUSINESS CHARTER ON HOW
BUSINESSES HAVE RESPONDED
TO COVID PANDEMIC



GUEST BLOGGED
FOR GM POVERTY IN
ACTION

MOVING IN MAY
FOR MENTAL
HEALTH



CELEBRATED MENTAL
HEALTH AWARENESS -
CHILDREN'S BLOGS, LIVE
GLOBAL WEBINAR FOR
CPDME



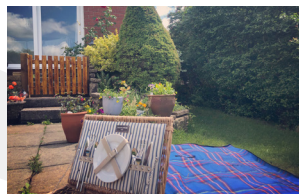
AMANDA LEFT US
TO BE A NURSE!

DELIVERED OUR VIRTUAL CFY
PROGRAMME ACROSS CCGS
IN LONDON TO SUPPORT
PRIMARY CARE STAFF



JUNE

GREAT GET
TOGETHER PICNIC
#BIGBOLTONPICNIC



BECCI COLLABORATED
WITH OTHER LOCAL
BUSINESS OWNERS LIVE
WEBINAR TO PROVIDE
SUPPORT AND GUIDANCE
AS PART OF THE BUSINESS
SUPPORT CLUB

WEBINAR FOR
MENS HEALTH
WEEK AROUND
MENTAL HEALTH



DONATED A RANGE OF
RESOURCES TO SUPPORT
THE MENTAL HEALTH AND
WELLBEING OF RESIDENTS AT
BACKUP

PRIYA JOINED
TEAM BOO



BEAUTY BANK
DISTRIBUTED



STARTED OUR
WORK WITH
S&O

JULY

FREE LIVE WEBINAR
'FOCUSING ON
WHATS STRONG
INSTEAD OF WHATS
WRONG'

Sherwood Forest
Hospitals 
NHS Foundation Trust

BEGAN WORKING WITH SHERWOOD
FOREST HOSPITALS NHS TRUST TO
BUILD A COMMUNITY OF COACHES
AND ENABLE A COACHING CULTURE
- 3 COHORTS OF OUR POPULAR
CURIOUS CONVERSATIONS
PROGRAMME

AUGUST

 **Leverhulme**
Academy Church of England and Community Trust

STARTED WORKING AT
LEVERHULME ACADEMY

 **FOREST
FRONTIERS**

SPONSORED ONE FULL
3 DAY CHILD PLACE FOR
FOREST FRONTIERS
FOREST CAMP

OUR HIGH 202

LAUNCHED
VIRTUAL CFYT
WITH NHS
CUSTOMERS



OCTAGON

SEPTEMBER

BECAME CORPORATE PARTNERS OF
THE OCTAGON THEATRE

MADE UP PACKS FOR
OVERSEAS NURSES



YEAR OF
DATES BOX
LAUNCHED



LAUNCHED OUR
BOOTUBE

OCTOBER



BEGAN VIRTUAL DELIVERY OF CURIOUS CONVERSATIONS AND INSPIRE LEAD CARE FOR BOLTON NHS FT

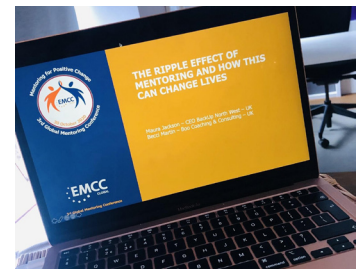
TOOK THE HEADSPACE WORLD MENTAL HEALTH DAY PLEDGE



SPECIAL OFFER ON OUR VALUES CARDS FOR WORLD VALUES DAY

HIGHLIGHTS 20

PRESENTED WITH MAURA AT THE EMCC GLOBAL MENTORING CONFERENCE ON THE IMPACT OF MENTORING AT BACKUP



NOVEMBER

HOSTED THE LIVING WAGE WEEK WEBINAR

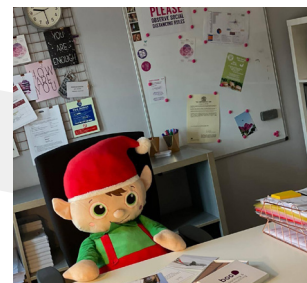
LAUNCHED OUR WINTER WONDER LIST



DECEMBER



BIG ELF WENT ON HIS 2020 TOUR



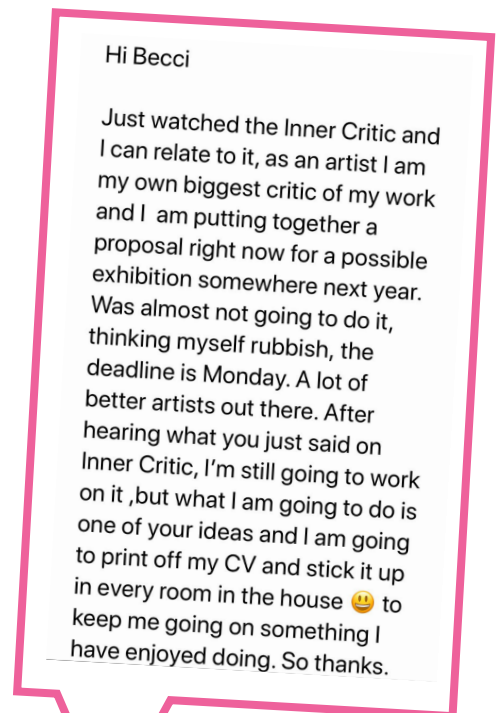
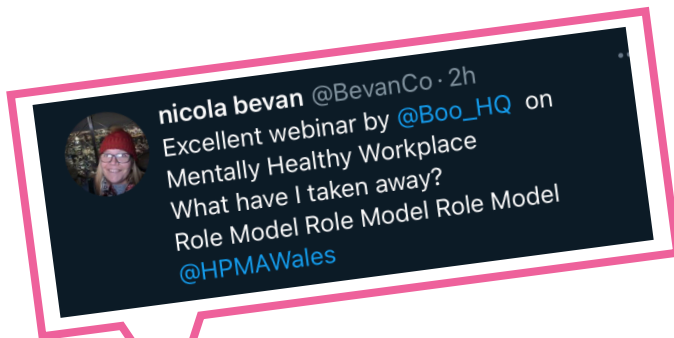
WE SHARED OUR SHOP LOCAL LIST FOR SMALL BUSINESS SATURDAY

WE WERE FINALISTS IN THE INSPIRING TEAM CATEGORY FOR THE SHEINSPIRES AWARDS



PRESENTED AT THE HPMA NATIONAL CONFERENCE

WHAT OUR CUSTOMERS SAY ABOUT US





**TEAM BOO HAVE A VISION
TO BECOME A GLOBALLY
RECOGNISED BUSINESS BRAND-
HELPING LEADERS TO
BE AMAZING**

ENJOYING WHAT WE DO WITH VIBRANCY AND ENERGY



We love coaching and
role model this passion
to our clients



We bring energy and
enthusiasm to
everything we deliver



Our
learning
is fun

UNDERSTANDING AND VALUING WHAT IS IMPORTANT TO EACH INDIVIDUAL

COLLABORATING TO CREATE THE COMPLETE CUSTOMER SOLUTION



We nurture our network and
believe collaboration leads to
innovation



Our bespoke
approach
ensures we
always deliver
what the
customer needs

We know our
strengths and
those of others
and recognise
the value in
collaboration

CARING FOR OUR TEAM, OUR CUSTOMERS AND OUR COMMUNITY



A commitment to
safeguard wellbeing
underpins everything
we do



We constantly seek
to maximise our
social value



We role model self care
and experience the
ripples this can create

SEEKING EVERY OPPORTUNITY TO LEARN AND DEVELOP



We are
generous with
our learning
and share it
with our team,
customers and
community



We love to
learn and
ensure we keep
abreast of
current
research and
practice



We contribute to
research and are not
afraid to innovate

MISSION

**COACHING
CONSULTING
INSPIRING**





WHAT NEXT?
GET IN TOUCH WITH
TEAM BOO AND REMEMBER –

**YOU ARE CAPABLE
OF AMAZING THINGS!**

WE WOULD LOVE TO HEAR FROM YOU!

KEEP UP TO DATE WITH OUR LATEST EVENTS AND TRAINING AT...



CALL US

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VISIT US

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#TEAMBOO