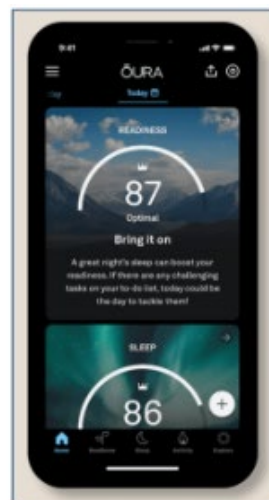




A Winning Partnership

How Blend Associates are combining executive coaching with Oura ring data.



A story of insights and learning from a leader and her team

Cath is deputy CEO and CPO of a large UK National Health Service Trust, who began working with Blend Coaching in 2023.

David is an associate at Blend, a coaching faculty of 35 executive coaches and leadership experts.

About Blend: Conceived in 2020 from a deep-seated desire to assist healthcare leaders and their teams, who bore a significant burden during the pandemic, Blend Coaching's partnership with Aura forms a core part of its executive coaching offer to leaders and teams across both public and private sectors.

Surprising Aura insight

David: Cath's daytime recovery was lower than she expected, she'd assumed that she was building in enough, mainly in an evening to relax. When we explored her data, she was surprised to see that watching TV or flicking through her smartphone on an evening was not as beneficial to her health as building in short walks, time away from her screen and reading in terms of daytime recovery and winding down effectively before sleep.

This was a real 'lightbulb' moment!

What made you become an Aura member?

Cath: The past 12 months have been the most difficult of my career as a senior female executive; a challenged organisation and some key leadership changes resulted in a significant impact on my role within the organisation for a period of time.

I was introduced to Aura by Blend as part of the executive team coaching package they were providing to the organisation. I was offered the ring as part of my 121 coaching with David in March 2023 and became an Aura member through Blend. After coming to coaching we developed a broader activity plan to support the executive team and deputies through this turbulent time.

The first coaching session generated a number of initial goals, such as increased levels of efficiency and productivity, improved work-life balance and becoming healthier.

David: Our coaching practice has skilfully developed to assist leaders such as Cath in high pressure roles to perform at their best.

Blend understands the psychological and physiological challenge of the workplace of today having coached more than 800 leaders in the last four years.

Leaders in high pressure roles often sacrifice their own wellbeing to drive the organisation improvement. We now see our partnership Aura alongside executive coaching helps leaders see the opportunity of paying attention to their body as they work and to enhance their performance as a result.

What did you learn about your health after using an Aura ring?

Cath: I knew I couldn't keep going in the same vein with the huge challenges ahead and could only cope if I gave more focus to my own wellbeing.



Working with David and analysing the physiological quotient (PQ) data from my Oura ring, I made a number of changes to my habits; shifting my bedtime routine to head to bed a little earlier and losing the late screen time.

I've increased my daily physical activity by going to the gym and have introduced time restricted eating, fasting throughout the day.

David: The other aspect Cath talked to me about was reflecting on the link between her health and leadership. How by focussing on her health and wellbeing, she was able to be at her best more often, had increased levels of energy and resilience in order to lead others through change. An important learning was also about the importance of role modelling self-care and focussing on own health, as an executive female leader.

How have you improved these metrics over the past 12 months of using Oura?

These behavioural shifts, made as a result of the live physiological data that Oura provides and the supporting coaching work, has improved my health and wellbeing – I lost a total of 20kg (44 lbs) in weight, improved the quality of my sleep and got my blood test results under control. On reflection I realised that I wasn't giving enough time to myself and was tolerating my ways of working, rather than putting myself and my own wellbeing first.

What has been the main benefit of using Oura during this process?

Cath: I'm proud to have prioritised self-care. The focus on health and wellbeing using the data from the Oura ring helped me work through some really challenging times and developed my workplace resilience.

The Oura ring combined with the executive coaching has been critical to my success in overcoming the leadership challenges I have faced. One element is that I've increased my ability to look back and reflect instead of spending too much time over thinking. The positive responses and feedback I have received from others has really helped, too.

I'm not a watch wearer so I thought the idea of a ring was great. It's always on capturing data. The daily insight and messaging helped to keep me focused on areas such as sleep, daytime stress, daytime recovery and activity levels.

In terms of my health, it is now about sustainability - creating habits that allow me to be at my best more often without putting too much pressure on myself.

I'm continuing with my coaching work and wearing the Oura ring. They go hand in hand in performance improvement in the workplace and my growth and health as an executive.



Why not build a winning partnership with Blend by embedding data wearable tech into executive coaching.

Contact David Mayes on office@ltdblend.com or call 07775 631510

