

blend

Associates Ltd

PQ Coaching





PQ (Physiological Quotient) Coaching

PQ (Physiological Quotient) 'A scientifically validated indicator of an individual executive's performance potential as defined by their essential body systems'

Combines traditional executive coaching with technology enabled physiological data to:

- Help achieve peak performance through managing fatigue, stress and recovery patterns
- Identify the best time of day to undertake the most important pieces of work
- Raise awareness of sleep, recovery and morning accumulated stress patterns on our ability to be at our best

“Rest is a weapon. What was once seen as a weakness is now a strength. There are all kinds of ways to recover, what I call regenerative strategies.”

Brett Bartholomew, NFL strength and conditioning coach



What are we seeing?

- The workplace and world becoming increasingly uncertain and unpredictable
- Leading to Executives that are often working harder rather than smarter
- Wellbeing and a sense of purpose are now key drivers in personal engagement, with the increasingly blurred lines between work and home creating new challenges
- Resilience has become a core organisational attribute, with the lessons from sport becoming seen as increasingly relevant to the world of work
- Reduced loyalty to organisations – talented individuals looking for balance and wellbeing as well as exposure, stretch and progression
- A need for senior leaders and executives to role model these attributes of PQ as well as the already expected IQ and EQ

Its a marathon, its not a sprint. Ten years. Fifteen years. You've got to get up everyday, with a new idea, a new spin, and you've got to bring it to work, every day

— Jack Welch —

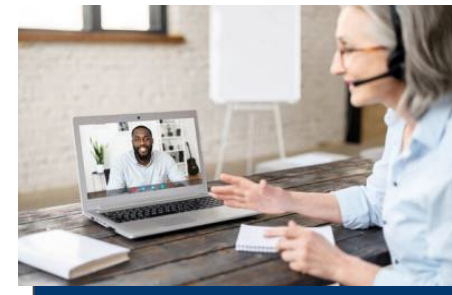
AZ QUOTES



Why Leadership PQ Coaching?

- Bringing best practice from the sports field into the workplace, physiological intelligence (PQ) is integral to an athlete's success
- Helping leaders better understand how their sleep, resilience, stress and activity levels impacts their ability to perform and thrive
- Overtly incorporating the whole person into coaching goals and subsequent coaching conversations
- Data informed coaching creates insight and awareness, which in turn provides a greater range of choices
- Enabling organisations to offer coaching that impacts from the inside out, creating a performance edge through developing PQ alongside IQ and EQ
- **Ultimately, helping leaders prioritise looking after themselves – so they can be at their best for their teams, stakeholders and customers**

Combining 1:1 coaching with physiological data from wearable tech





ANDREW MACDONALD - PQ Perform In partnership with Blend Ltd

Andrew brings: A pragmatic performance coaching style as he works with executives' controllable inputs and identifies pathways to outcomes that exceed initial expectations.



Physiological data interest:

Andrew has developed expertise in analysis and diagnostic coaching across executive physiology – PQ (Physiological Quotient) . Andrew works with academics at Loughborough University and with elite sports coaches to draw out data and data metrics from wearable technology. This approach drives executive performance insights and improvements.

With 20 years working in 1st ranked capital market businesses & 9 years at Merrill Lynch to 2005 Andrew knows leaders and the challenges they face. Wearable technology allows us to bring the data into their hands directly and to coach in a data informed way like never before.

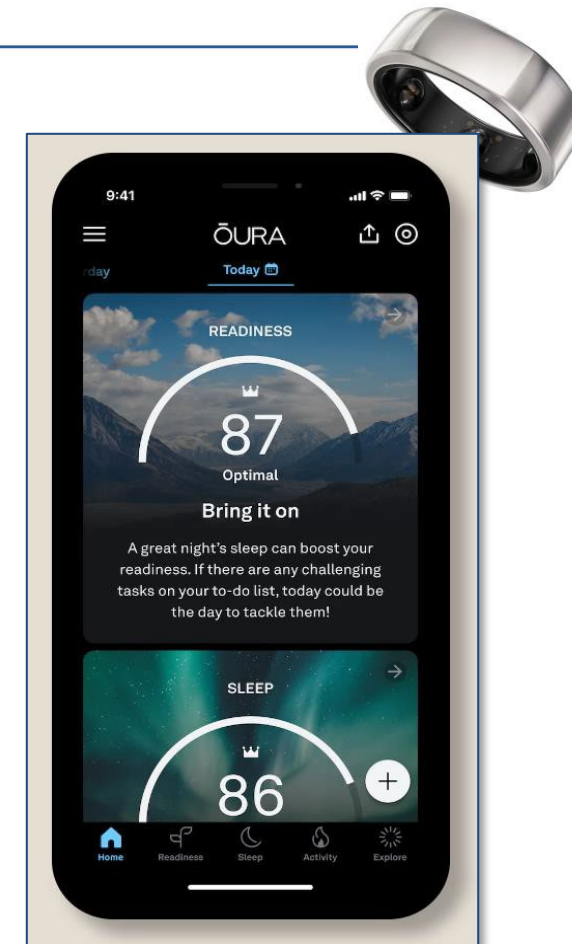
Andrew leads the program of deep analysis of leader physiological data across Blend Associates Ltd where he provides direct analysis and feedback to individual clients and groups of leaders.





How is PQ measured?

- Heart Rate Variability is the established gold standard for monitoring the human body system non-invasively.
- Through this, we can accurately measure the volume and patterns of Stress & Recovery 24 hours a day.
- The latest Oura 3 Ring provides accurate HRV data, which is comfortable to wear and delivers daily physiological insights.
- Access to data, trend reports, insight and support resources through a phone app and website log-in.
- Daily self-reflection is encouraged - helping link insight to current leadership challenges and opportunities.



Oura Rings use a simple, non-invasive method with small red and green LEDs placed on the finger which allow light to shine onto the skin. As the heart beats and blood travels through the vessels, the blood absorbs more light than the surrounding tissue. The sensors on the ring detect the amount of light that passes through the skin or is reflected. Increased blood flow as the heart beats results in more light absorption and less light being reflected to the sensor. These differentials allow the ring to calculate various health statistics that will become available when connected to a smartphone.



What the coaching might look like?

Phase One

- Coach matching
- Coaching goals discussion
- Oura ring set up and support

Phase Two

- Core coaching sessions
- Focus on coaching goals
- Led by leader – “what would you like to work on together?”
- PQ feedback session with personal insight report
- Leveraging PQ data and insight, alongside IQ and EQ
- Experimentation and reflective practice

Phase Three

- Final coaching session; awareness, impact, habits and sustainable change.
- Ongoing access to Oura app and PQ data (remainder of 12 months)

Includes Oura ring and 12 months subscription

Typically, a 6–9-month programme

Different options / price packages available



Who are we working with?

- Leaders transitioning into more senior roles, those looking to be at their best or those with clear focus on improving their health & wellbeing.
- Indicative roles; CEO, Chief People Officer, Managing Director, VP, Chief Finance Officer, Head of Learning and Resourcing and other Heads of Function.
- Introducing physiological intelligence into our coaching work has created deeper insight and broader perspectives for our clients. Helping senior leaders to better understand the impact of stress, recovery and sleep on their performance.

“what will best help unlock my potential?” “how might I be getting in my own way?”

“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”.

Deputy CEO and CPO, NHS Trust



Benefits and testimonials

- Links PQ alongside IQ and EQ in relation to leadership challenges and desired behavioural shifts
- Helps achieve peak performance through managing fatigue, stress and recovery patterns
- Identifies the best time of day to undertake the most important pieces of work
- Raises awareness of sleep patterns and morning accumulated stress on our ability to be at our best
- Provides an opportunity to use benchmarking data to evaluate performance potential

“Senior executives are hard to motivate within many L&D programmes. High quality personal data from PQ changes that dynamic completely.”

HR Director, Multinational Company

“wearing an Oura ring as an executive in a high demand role keeps you honest”

VP JP Morgan New York

“This has changed my approach to my calendar and my imperatives. Exciting. Now for my exec team!”

CEO, Funded Tech Company

“Much more than I anticipated. So many opportunities to develop my performance capacity were given a fresh perspective.”

Managing Director, Global Investment Bank



Next steps

- How resilient are your senior leaders and their successors?
- Do you believe that 121 coaching could help your executives stay at the 'top of their game' more consistently?
- Curious to explore the link between PQ and leadership performance? Interested to understand more about the different options available?

“Data to help our company management understand opportunities to address our diversity issues is at a premium. The Stress scores for our female executive cohort suggests that we need to take corporate PQ much more seriously.”

HR Director, FTSE 100 company

Please contact David Mayes on office@ltdblend.com

