

# THE POWER OF 3: WHAT, WHY, HOW

01

## WHAT IS COACHING PSYCHOLOGY

Coaching Psychology applies psychological science to help people and organisations achieve lasting, meaningful change. It integrates evidence-based coaching, counselling insight, and behavioural science to enhance wellbeing, motivation, and performance.

At its heart, it's about understanding why people think, feel, and behave as they do, and helping them change patterns that no longer serve them.

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## WHY IT MATTERS IN ORGANISATIONS

In today's climate of relentless transformation, leaders and teams are being stretched beyond traditional support models. Coaching Psychology offers a practical bridge between wellbeing and performance — tackling the emotional undercurrents that often block sustainable change.

Unlike generic coaching, it's grounded in theory and ethics, enabling safe, reflective work even near the boundaries of mental health. It helps leaders lead with empathy, self-regulation, and psychological awareness — essential for healthy, high-performing cultures.

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## OUR APPROACH

We combine psychological depth with commercial realism. Each project draws from evidence-based frameworks such as Acceptance and Commitment Theory (ACT), Self-Determination Theory (SDT), and Cognitive-Behavioural Coaching (CBC) — adapted to the client's context.

Our work spans:

Leadership and culture transformation

Wellbeing and resilience strategy

Executive and team coaching

Group Coaching for specific projects, or as part of your talent strategy