

# THE COACHING CIRCLE

*by Dr. John Blakey*

Join a community of Force  
Multipliers transforming the future  
of **business leadership** together

[coachingcircle.johnblakey.co.uk](https://coachingcircle.johnblakey.co.uk)



**Are you an aspiring executive coach or consultant ready to elevate your impact? In a growing market valued at £9.4 billion in 2024, there's enormous potential for success. Yet many skilled coaches aren't realising their full potential.**

As an executive coach, you may recognise these challenges:

- Your coaching offer has no meaningful differentiation in an increasingly competitive market
- You're missing the unique credibility needed to sell into executive boards
- Your sales and marketing approach lacks the sophistication needed at board level
- You're caught in a cycle of one-to-one coaching assignments with middle and emerging management, with limited time to build a senior client portfolio

To build your coaching practice and work directly with board-level leaders, you need a unique approach. Through The Coaching Circle, you can now access the proven methodologies, leading international profile, and extensive network of Dr John Blakey.

When championing trustworthy and purpose-driven leadership, being part of a supportive community helps us all be brave and creates a multiplier effect far beyond what we can achieve individually.





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## About The Coaching Circle

**The Coaching Circle is a community of coaches and consultants with a shared mission to shape the future of business leadership to be a force for good. We are powered by the work of Dr John Blakey, the UK's leading CEO executive coach and author of three seminal coaching books that have transformed leadership development.**

Dr John's coaching clients range from:

- CEOs of FTSE 100 companies
- High-profile public servants
- The UK's most successful entrepreneurs
- Leaders of gold-medal winning Team GB Olympic squads
- Premier League football clubs
- England cricket

A thought-leader on trust and purpose-driven leadership, John's expertise has been featured in Forbes, BBC News, HuffPost, The Sunday Times, and podcasts globally. Together, we're not just improving individual leadership—we're creating a movement that amplifies our collective impact.

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Forbes

BBC  
NEWS

HUFFPOST

THE SUNDAY TIMES

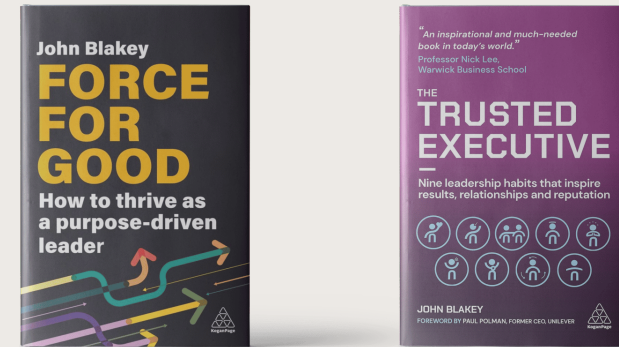
## Two Powerful Frameworks

Through The Coaching Circle, you'll gain access to Dr John's proven frameworks that have influenced thousands of leaders worldwide. These frameworks unite our community through shared language and approaches, creating consistency and amplification across organisations:

### The Trusted Executive

Developed through extensive academic research, the 'Nine Habits of Trust' methodology is regarded as a reliable and consistent measuring tool to identify leadership behaviours most likely to inspire trust. This approach has been proven with over 10,000 leaders globally, delivering remarkable results:

- 74% less stress
- 106% more energy at work
- 50% higher productivity
- 76% more engagement
- 40% less burnout



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**The methodology encourages leaders to practice these nine habits until they become normal behaviour, transforming their leadership approach through consistent application.**

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## Force for Good

As organisations increasingly commit to the triple bottom line of profit, people, and planet, Force for Good provides leaders with practical tools to:

- Pivot from profit to purpose whilst thriving as authentic leaders
- Develop new behaviours needed for purpose-driven leadership
- Build stakeholder confidence in purpose-led approaches

Purpose-driven organisations experience:

- 13.1% higher annual return on equity
- 64% higher employee satisfaction



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**This framework helps leaders transition from profit-driven to purpose-driven leadership, providing tools to communicate purpose-led approaches and demonstrate new leadership behaviours that create authentic, successful leadership models.**

# THE COACHING CIRCLE

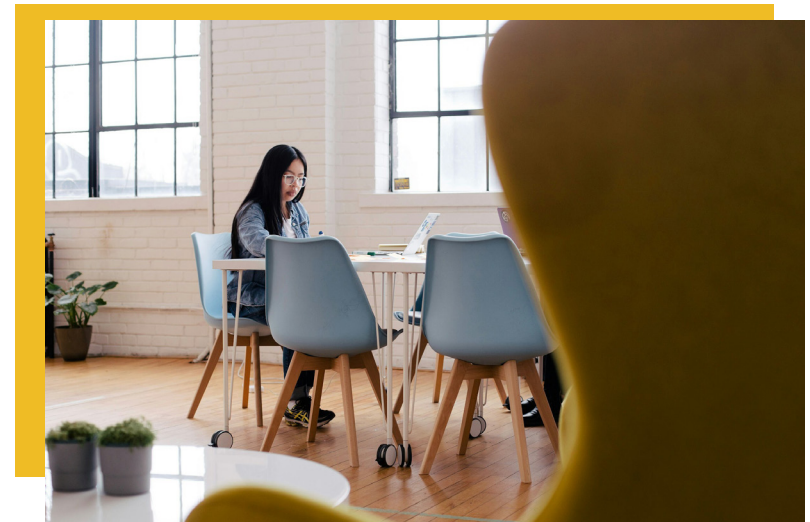
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## How The Coaching Circle Works

**As a member, you'll become part of a community of Force Multipliers for positive change across organisations. Your journey begins with a personal welcome call, where we'll help you access:**

Our community platform lets you connect, share, and collaborate with fellow members, fuelling inspiration and collective wisdom.

- Our comprehensive online content library
- Practical implementation tools and frameworks
- Sales and marketing resources
- Regular support channels





## Membership Options

### Associate Pack

**(£2,000/year)**

Ideal for coaches or consultants with existing clients ready to engage in leadership development:

- ✓ Choice of core framework (The Trusted Executive or Force for Good)
- ✓ Online IP access
- ✓ Website listing and licence logo
- ✓ Sales proposition toolkits
- ✓ Email support (Monday to Friday)
- ✓ Access to community platform and peer networking opportunities

### Professional Pack

**(£5,000/year or  
£467/month)**

For accredited coaches or those with senior management experience:

- ✓ All Associate benefits
- ✓ Three masterclasses annually
- ✓ Four 90-minute group mentoring sessions
- ✓ Enhanced support package
- ✓ Optional annual coaches dinner
- ✓ Enhanced community engagement through masterclasses and group mentoring

### Master Pack

**(£10,000/year or  
£883/month)**

For accredited coaches or those with board-level experience and existing clients. Limited to ten executive coaches annually:

- ✓ Access to both frameworks (The Trusted Executive and Force for Good)
- ✓ Six 90-minute mentoring sessions with Dr John Blakey
- ✓ Three masterclasses annually
- ✓ Exclusive annual dinner inclusion
- ✓ Premium support services
- ✓ Leadership role within the community and direct connection to John's vision

All fees are subject to UK VAT

## Our Social Impact

The Coaching Circle gifts 10% of its annual sales revenue to **The Trusted Executive** Charitable Foundation.

Through Dr John Blakey's work, over £350,000 has been gifted to charities since 2017. By becoming a Force Multiplier in our community, you're directly contributing to this mission, helping us reach our £1 million giving target while transforming leadership at scale.

Our partner charities include:

- Bethany Christian Trust: Ending homelessness in Scotland
- Cinnamon Network: Supporting UK churches and social action
- Clean Sheet: Helping former offenders rebuild lives
- Flourish: Supporting girls aged 10-18
- Grace Enterprises: Creating supportive employment opportunities
- Purple Shoots: Uncovering hidden entrepreneurs
- Shine Youth: Supporting young people's mental health
- Sixty One: Supporting prison leavers



## Contact Us

Get in touch to discuss how you can join a select group of executive coaches shaping the future of business leadership.

**CONTACT US**

