

JENNIFER L. BRYAN

**ELEVATING TALENT AND ACCELERATING
POTENTIAL**

MEASURABLE BUSINESS BENEFITS

Every organisation has talented people with the potential to contribute more, lead more and achieve more. The challenge is not identifying talent, it is **creating the conditions** that allow that potential to **develop** and **flourish**.

Coaching provides that catalyst.

Through focused, confidential coaching conversations, individuals **gain the space to think** more clearly, strengthen their confidence and develop the leadership capability needed to navigate complex workplace challenges. It helps people move from potential to performance faster.

For organisations, the impact goes far beyond the individual. Coaching **accelerates** development, **strengthens** leadership capability and **supports** people as they step into greater responsibility, navigate change and deliver stronger outcomes.

Flexible coaching packages allow organisations to **invest** in their people where it matters most, supporting **emerging talent**, strengthening **experienced leaders**, and helping **individuals perform** at their best when it counts.

When organisations invest in **coaching**, they are investing in the **future capability, resilience, and success** of their business.

COACHING PACKAGES

Each coaching credit equates to a single coaching session. Each coaching session will be 1-1.5 hours in length and will be delivered virtually. For flexibility and to be able to address business and individual needs, as they arise, each credit can be used across the team and any particular team member can use as many credits as agreed. For example, Person A could use only 1 credit and Person B could use 3 credits.

The exact timing individual and dates can be agreed at a later date but should be 2 weeks prior to scheduled delivery. If an individual cancels the session within 48 hours or less, the coaching credit will be considered used.

The coaching package has a lifespan of 18 months and hence all credits need to be used within this timeframe. If credits are not used within the 18 months, then the remaining will be lost, unless there are extenuating circumstances and a new agreement has been reached. You can purchase as many coaching credits as you think is needed and an example of packages with costings is outlined below.

The subjects/topics of the actual coaching sessions are agreed between the individual and business to ensure the right objectives are established and achieved. With that said, some example topics are: change strategy, unlocking change challenges, people resilience to change, tackling change fatigue, planning people change, leading people in change, communicating change in a hybrid world, build high engagement of change in a hybrid world, to name a few.

Example Packages	Example Costs*
12 Coaching Credits	£4,800
20 Coaching Credits	£7,200

* VAT will need to be added to all costs.

WHAT SOME PEOPLE HAVE SAID ABOUT MY COACHING...

“

Having a space where you can trust and open up completely is so valuable! Our cohort is developing into a really safe space where we can explore pertinent issues, safe in the knowledge we have a peer group who will probe, challenge and support one another.

Sophy Jacob, Project Director at BBC

“

Jennifer has a rare ability to challenge thinking while creating a safe and supportive space for growth. Her coaching sessions are engaging, insightful and always leave me with a fresh perspective and practical takeaways.

Erica Hodgson, Change Management Practice Director at Differentis

“

Jennifer listened to my concerns and doubts about what to do and she saw clear next steps to do. Once we had an action plan, she asked me clear questions in order to have a defined answer, rather than vague responses as I had thought.

Celia Velayos Lopez, Senior Software Engineer at Ocado Technology

JENNIFER L. BRYAN

Jennifer Bryan has a passion for putting people at the heart of the decision making room without over-complicating things. She is a People First Leader, a multi-award winning change leader, published author, TEDx and global speaker, Board Member of ACMP UK, and Chief Empowerment Officer of ABChange Consultancy, which is named after her kids (she has child A, Amelia and child B, Blake and they changed her world).

Jennifer has been helping leaders for over 25 years from a multitude of different organisations across multiple industries, such as Microsoft, Gartner, Mott MacDonald and Barclays. She has developed a holistic approach to change and created a unique leading change framework, the ABChange Model and uses her commercial insight to help people lead others in change.

Jennifer is also the author of *The Emotional Side of Organizational Change: How to Survive and Thrive* (Jan 2026), *Leading People in Change – A practical guide* (Feb 2021), Co-Author of *Leading Change in an Unpredictable World* (May 2023) and Columnist for several industry magazines.

She has been interviewed by a wide variety of podcasters and journalists, has spoken at a plethora of conferences and industry leadership events and plays an active role in further collaborative research and panel discussions to help further the business practices of people first leadership in change.



**JENNIFER
BRYAN**
CHIEF EMPOWERMENT
OFFICER

WWW.JENNIFERLBRYAN.COM

Jennifer.Bryan@abchangeconsultancy.com

+44 07961366564

