Becoming a Conscious Leader

A no-nonsense guide to the importance of conscious leadership and benefits of leadership coaching



By Sarah Jones

www.sarah-j.com 07531 228 089 sarah@sarah-j.com Sarah Jones Coaching

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What is Conscious Leadership?

The world as we know it has changed

From business practices to how people choose to live their daily lives, society is currently transitioning into a system that prioritises a healthy work-life balance and encourages strong communication between employers and employees.

As a result of these changes, businesses have quickly had to adapt to face the challenges of today or risk being left in the past. Due to our changing and uncertain world, businesses and their leaders need to develop a range of leadership styles in order to meet the needs of the future, with conscious leadership being at the forefront of this evolution.

In essence, conscious leadership is the practice of being fully present and aware of your thoughts, emotions, actions, and how they impact others. It involves taking responsibility for your leadership style and actively working to improve it.

Research has shown that conscious leaders are more effective in driving business results and promoting a positive work culture. They are better able to navigate change, build strong teams, and inspire innovation.

In today's fast-paced business environment, conscious leadership is more essential than ever. By developing skills such as mindfulness and emotional intelligence, leaders can not only improve their own effectiveness but also shape a better future for their organisations and society as a whole.

History of Conscious Leadership

"When leaders become more conscious, the organisations they lead become more conscious, creating an ever-widening circle of purpose-driven cultures and communities."

John Mackey, Whole Foods CEO & Co-Founder

1960's/70's

Conscious leadership is a relatively new concept in the field of leadership, and its origins can be traced back to the emergence of the human potential movement in the 1960s and 1970s. This movement focused on personal growth and self-awareness, and it emphasized the importance of understanding oneself in order to lead others effectively.

1980's/90's

In the 1980s and 1990s, the concept of emotional intelligence began to gain traction in the field of psychology, and it was soon recognized as a key component of effective leadership.

2000's

The early 2000s saw the emergence of the conscious capitalism movement, which sought to redefine the role of business in society. Leaders who embrace this philosophy are often more focused on creating a positive impact in the world, rather than simply maximizing profits.

Whole Foods

Whole Foods has been a leader in promoting social responsibility, both within its own operations and in the wider community. The company has a number of programs aimed at supporting local communities and promoting social justice, including initiatives focused on supporting small-scale farmers, promoting fair trade practices, and reducing food waste.

The company has a unique organizational structure that gives employees a high degree of autonomy and responsibility. Each store is run by a team of employees, who are given significant decision-making power when it comes to everything from product selection to marketing strategies.

As the business world continues to evolve, it is likely that more companies will look to Whole Foods as a model for how to build a successful business while also creating a positive impact in the world.

Why does Conscious Leadership matter?

Today's leaders need to understand themselves

Most of us go through life without seeking to understand how our own personalities and experiences unconsciously shape our lives – including the way that we automatically respond to events and perceive things. When we become more conscious, we take off our filters and seek to become more objective, more questioning, and more open to what is happening around us.

We seek to understand different perspectives, to really get to the heart of issues and to remove our own judgements and biases as far as possible. By really listening and seeking to understand – without letting our egos get in the way – we can become more authentic leaders

Leaders can learn to separate themselves

The more that we can train our minds using techniques such as meditation and conscious questioning, the more we realise the power that we have as leaders. As we develop that authentic position of consciousness, we can share it with others and encourage them to do the same. The shadow of the leader is a truly powerful concept within any organisation.

Conscious leaders are more effective

Conscious leadership naturally leads to a more mature, evolved, and effective leadership style. By seeking to take ego and assumptions out of your leadership style, you will naturally become a more genuine and informed leader; one better able to read the room and understand your stakeholders.

Why Conscious leadership is important for your employees

The past few years have been tough on everyone from all walks of life.

As we continue to emerge from the pandemic and the war for talent grows, conscious leadership is more important for your employees than ever before.

With the next generation of workers entering a rapidly changing job market, this brings with it a host of new expectations, such as a greater emphasis on flexibility, balance, and inclusivity.

Currently, people are changing roles every 2.73 years, with 2/5 of employees leaving their positions due to poor leadership.

Becoming a conscious leader has a whole range of benefits for your employees, such as:

- Creating a culture of trust which enables your employees to speak up, identify issues, and discuss their problems
- Helping to equip your team with their own self-awareness and emotional intelligence
- Establish a stronger connection and sense of purpose between the company and its employees.
- Inspire the next generation of future leaders!

Cost of Poor Leadership

Poor leadership skills can have a huge impact on your company, leading to high staff turnover, increased absenteeism and decreased productivity.

Here are the three most widely recognised costs of poor leadership.



The Financial Cost of Poor Leadership

Investors in People estimates that poor management and leadership currently costs UK businesses around £85 billion per year in lost productivity. That's billion with a B – every year! That represents almost 3% of the UK's annual GDP.

The Employee Turnover Cost of Poor Leadership

Employee turnover is costly. It costs an average of £12,000 to replace a lost employee. The cost of unmotivated employees is even higher. An unmotivated employee can cost a company as much as £40,000 in lost productivity and lost revenue.

To keep these costs from adding up, companies need to find ways to motivate their employees and keep them motivated over the long term.

The Customer Retention Cost of Poor Leadership

Companies that have poor leadership practices tend to have a high customer turnover rate. The cost of acquiring new customers includes marketing, advertising and sales commissions.
Depending on the market sector you operate in and its competitiveness, these costs are typically much higher than the cost of keeping an existing customer, happy, loyal and generating you a reliable income stream.

Benefits of Conscious Leadership coaching

Here are some of the key **benefits** you'll find with Conscious Leadership Coaching



Improved performance

Conscious leadership coaching can help leaders to identify areas for improvement and develop specific strategies to enhance their leadership skills, such as communication, decision-making, delegation, and time management.

Increased self-awareness

Conscious leadership coaching can help leaders to become more self-aware, which is the foundation of conscious leadership.

Stronger relationships

Conscious leadership coaching can help leaders to understand the perspectives and needs of others, which is crucial for building strong and effective relationships.

Greater creativity and innovation

Conscious leadership coaching can help leaders to be open to new ideas and to be more creative and innovative in their approach to leadership.

Better decision-making

Conscious leadership coaching can help leaders to make better and more ethical decisions that are in the best interest of the organisation and its members.

Improved mental health

Conscious leadership coaching helps leaders prioritise the well-being of their team. This leads to improved mental health among employees, reducing stress, and burnout.

Talent retention and identification

Conscious leaders are able to inspire their team to work collaboratively and take ownership of their work. Allowing your team to flourish will help retain key members and also allow for new talent to develop.

About me



I'm a qualified leadership coach in personal, corporate and executive coaching, providing products and services that help leaders and businesses identify clear pathways of progress to fulfill their ideals of success.

My early life experiences, which were both challenging and dramatic– taught me that you cannot live life by chance. You need to learn to lead yourself.

I realised early on, that if I wanted a better life for myself, it was up to me. I stopped looking outside – and turned inside for the answers and started making plans and goals for that better life at a young age. With my self-leadership mindset in full flow, I reached a board-level position before the age of 30 and gained the trust of many significant corporations around the world.

But then, after redundancy, and a sinking feeling – I realised my career was not making me happy. I tried so many things to find what I loved – even a dog walking course – but none of these attempts could satisfy my career needs – whatever they were.

After working with an amazing lady to help navigate the issues I was facing, I finally had my eureka moment. I realised coaching fitted all the values important to me and allowed me to finally take control of my life.

Since this moment I've been coaching leaders ever since and I love it. I believe that having undergone several major transformations and changes in my life, it's not just my certificates that prove I can help you.

I know that having someone by your side, to listen, motivate, to not judge you, and help you find what you want – works. It sounds simple, but it's true.

Three free tips to get you started

Here are three things you can do right now to help become a more conscious leader:

Develop self-awareness

Self-awareness is the capacity to reflect on and comprehend one's feelings, actions, and reasons. It involves examining oneself regularly and determining whether your thoughts, feelings, words, and actions are in sync. It's about examining your unconscious biases, ego, and default thought patterns that may be self-serving – and asking yourself how you might do and be better for yourself and others. The foundation of conscious leadership is self-awareness.

Listen more, communicate openly and honestly

At all levels, we've noticed a tendency for individuals to talk over each other. Everyone is focused on having the final word, with few of us actually paying attention to each other. So, keep in mind that you only have one mouth and two ears, and listen more intently.

Even if it takes an extra minute to find the correct words, speak more deliberately. Because hearing what others have to say will help you obtain a complete view of any situation and increase your chances of detecting and effectively conquering problems that come your way.

Surround yourself with individuals that inspire you

The people you spend time with impact how you think, feel, and act. If you're surrounded by individuals who have detrimental viewpoints and are, in essence, roadblocks to your vision, you might want to reconsider their employment.

Who I've worked with

NHS

Royal Mail

AstraZeneca

ADVANZ PHARMA

L'ORÉAL PARIS

sanofi

PEEQ

Dechra

My Qualifications

the coaching academy

ACCREDITED BY DISC the coaching academy

Centers for Spiritual Living™

Accredited cpd

Case Studies (B2B)

Case Study 01

> Challenges

- Healthcare communications agency – team members underperforming due to stress & perceived conflict with the under-pressure line manager

> Solutions

- Psychometric profiling
- Agreement of individuals' career paths and interests within the organisation
- Skills building around managing stress, managing upwards and conflict resolution

> Resolution

- Review of delegation procedures and team objectives
- All solutions discussed with coachee and line manager

> Result

- More engaged & motivated team leader & improved working relationships
- Clear career path and promotion in three months (for certain team members) according to the plan agreed
- Employee assigned growth assignments to support line manager

Case Study 02

> Challenges

- Global medical team of 10 – severe, and performance-limiting conflicts raised by the Medical Director

> Solutions

- Psychometric profiling
- Team vision and goals identified and common ground discovered
- Team behaviours, values and communications methods agreed – co-created by teams
- Laser conflict resolution conducted – several misunderstandings and ways of working

> Resolution

- Levels of delegation and responsibilities agreed

> Result

- The team leader was less stressed, Medical Director freed up time for new clinical projects and building the team's profile with the Board
- Clearer and open communication resulting in problem solving, teamwork – not disharmony. Team KPIs reached!

Work with me

I work with forward-thinking, motivated executives to eclipse their potential and empower their organisation's success. Alongside my programmes I offer retained In-house support, working as an integral part of your team on a specific timescale or project.

For Organisations

Depending on your challenges, I can design a bespoke programme for your organisation tailored around these key areas.

Leadership Transformation Programme (LTP)



Newly promoted leaders don't always assume their positions armed with the leadership skills they need. With this one-to-one programme you will be able to step up as a transformational leader.

Internal Leadership Development (ILT)



This women in leadership coaching programme helps emerging and experienced female leaders identify and prepare for the next steps in their career within their organisation.

Confidence For Women in Leadership (CWL)



Ambitious, highly talented women sometimes don't reach their full potential assertiveness, boldness and confidence. I offer one-to-one and group coaching to develop female leaders.

Ignite Team Performance (ITP)



Successful teams are the key to the success of all organisations. This programme will get teams operating at a higher level of efficiency and productivity with better communication.

For Individuals

I offer three core 10-week leadership programmes to suit a variety of different leaders

Conscious Leadership
Develop a leadership approach focused on awareness, intentionality, and responsibility.

Authentic Leadership
Develop a leadership style emphasising self-awareness, transparency, & ethical behavior.

Women in Leadership
Supports and empowers women to overcome barriers & achieve their full potential.

If you would like to talk through your challenges and goals then please book a complimentary, commitment-free discovery call with me at www.sarah-j.com/free-consultation/