



## Is This the Key to Restoring Business Confidence?

Recent news reports reveal that business confidence, across all sectors, is at its lowest in 15 months, as a result of the Brexit negotiations and low wage growth. Despite signs of business growth in some industries, optimism is still falling, suggesting that organisations don't feel confident about future trading conditions.

The impact of slumping levels of business confidence, not only affects what happens in local and international markets, it can also have a dramatic effect on people working inside organisations. The people costs of low business confidence can be substantial and shouldn't be understated or ignored, because, helping people to sustain high levels of optimism during these volatile and uncertain times, might be a key factor in whether organisations survive long enough to prosper.

### So, what can organisations do to increase optimism?

Higher levels of optimism will help people in organisations to be more resilient, to communicate more positively, to build more constructive and influential relationships, and to tackle problems with a more creative and innovative approach.

But, let's not oversimplify this; optimism may not come naturally to everyone. Being optimistic is about more than being cheerful (although this does make life a lot more pleasant). For many people, optimism requires a subtle or even substantial behaviour change. Fortunately, optimism is a trait that people can learn which is good news for organisations that want to create more enabling environments.

Organisations that cultivate environments that reinforce purpose, self-esteem, autonomy, engagement, and collaboration can set the foundations needed for people to thrive and for optimism to prevail, even during difficult times. Whilst it's commonly accepted that coaching cultures can generate these positive work conditions, many organisations struggle to foster a climate of coaching. This is because, all too often, organisations rely on traditional coaching models to drive change - yet, they were never designed to deliver a cultural transformation.

That's why Notion developed the STAR® model, the first 'Operational Coaching' model designed to drive behaviour change on a wide scale. STAR® helps organisations to create the kinds of behaviours that can increase optimism

on a large scale, by ensuring that constructive coaching conversations happen frequently, in everyday situations, and at the point of need.

When leaders and managers adopt Notion's unique 'Enquiry-Led Approach™', that is central to 'Operational Coaching', they develop the ability to ask more and better questions. They start relating with their people in ways that builds engagement, improves relationships, and increases everyone's level of contribution. When people feel encouraged to question the status quo and challenge fixed mindsets, they can collectively generate new and better responses, which can unstick problems and help to create opportunities. By increasing levels of employee empowerment and ownership, organisations also help to reduce feelings of helplessness, which in turn, serves to increase levels of optimism.

Ultimately, leaders and managers that adopt an 'Operational Coaching' approach help to increase the optimism of people in their organisations. This more constructive attitude, set against a coaching culture that drives performance, productivity and engagement, creates every opportunity for organisations to transform business results and restore overall business confidence.

**Notion is a global expert in behaviour change. To find out more how 'Operational Coaching' can transform the confidence of people in your organisation visit us by [clicking here](#) or call us for an informal chat on +44 (0)1926 889 885.**

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