

Client Case Study: Ignite Potential

Leadership and Management Consultancy



Programme: Shropshire Chamber of Commerce Active Leadership Programme (UKSPF funded) **Engagement:** 18 months

RESULTS AT A GLANCE

421

one-to-one coaching
sessions delivered

152

leaders coached

40+

Shropshire businesses
reached

18

months of end-to-end
delivery

Full

funding allocation used,
underspend reinvested

End-to-end coaching operation run by Room 11 – recruitment, onboarding, scheduling, booking and delivery – with qualified, non-directive coaching that gave the programme's learning time to embed.

Before Room 11

Ignite Potential were delivering a large-scale leadership development programme for the Shropshire Chamber of Commerce, funded through UKSPF. The workshops covered three modules: understanding yourself as a leader, managing for results, and leading for the future. Each leader on the programme was entitled to one-to-one coaching alongside the workshops to embed what they were learning. The coaching provision in place at the start wasn't giving the leaders what the workshops needed: sessions were short, at around 20 to 30 minutes, and directive in style – closer to being told what to do than being coached. Ignite Potential brought me in as the third cohort began, to provide the depth and consistency of coaching the scale of the project required.

The challenge

Ignite Potential needed a professional coach who could:

- Create a psychologically safe space where leaders could explore their own challenges openly
- Help each leader embed the programme's learning and build their own plan forward, rather than being handed someone else's answers
- Run the coaching at the scale and pace the programme demanded, across many cohorts and businesses, without it becoming an administrative burden



We care deeply about the quality of coaching that sits alongside our workshops – and Anna gave us complete confidence on that front. She took over the entire coaching operation for us: recruitment, scheduling, bookings, invoicing, all of it, so we could focus purely on delivering the workshops. That meant one less thing for us to manage across five cohorts, and we knew every leader was in genuinely good hands. Anna's coaching style is exactly the kind of non-directive, embedding work that makes a programme like this stick. We couldn't have asked for a better partner.

Heidi & Thea – Ignite Potential



Room 11 Coaching

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How the results were achieved

The solution

I provided a full coaching package from the third cohort onward, and I managed the entire operation end to end.

- **True transformational coaching.** A genuine coaching space that tackled whatever each leader needed at the time – from strategic decisions to confidence to the personal things that affect how someone shows up at work. As an EMCC-accredited coach, I create a confidential, non-judgemental space where people think for themselves, which is what embeds the learning.
- **Coach with commercial acumen.** Consistent feedback was that although I was there as a coach, I could also wear a consultant hat, bringing commercial acumen to challenge constructively. Leaders got a genuine coaching space and someone who understood the realities of running a business.
- **Rapport fast, focus fast.** With a set number of hours per leader, every session had to count. I built rapport quickly, helped each person identify their goals early, and kept timekeeping tight.
- **Full operational ownership.** I ran the scheduling and booking, marketed the sessions to the coachees, recruited them onto the coaching, and onboarded each one. Ignite Potential didn't have to chase people or manage diaries.
- **Underspend reinvested, not returned.** When funding remained available, I integrated the underspend by offering additional coaching sessions to leaders who wanted them. All 40 banked sessions were used. Nothing was handed back.

The results

- **421 sessions** delivered over 18 months.
- **152 leaders coached** across 40-plus businesses.
- **Every funded session used** – underspend turned into extra value, not lost.

About Room 11 Coaching

Room 11 Coaching is a specialist coaching business working with leaders, teams and business owners. Consultancies and programme providers bring me in to deliver the coaching element of their work: qualified, transformational coaching that embeds learning and builds people's confidence to move forward on their own.

Anna Bates is an EMCC-accredited coach practitioner working towards Senior Practitioner status, with over 800 supervised coaching hours. She holds an EMCC-accredited Diploma in Transformational Coaching, a PTLLS teaching qualification and TA101 in Transactional Analysis, and is completing a Foundation Degree in Educational and Organisational Transactional Analysis. As both a qualified coach and a qualified trainer, she brings real depth of practice to every session.



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Having never experienced business coaching previously I was very pessimistic going into my first session with Anna. I'm so glad I did though because she is amazing at what she does, and without her I wouldn't be anywhere near as confident in my abilities and managing my team. Thank you Anna!

Josh Upton

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What a positive experience. The support and challenge I received from Anna was transformational in the way I reflect on my transferable skills, after a move from 30 years in Education into Business. Own your magnificence! Highly recommended.

Adam Barker

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Have had several sessions with Anna and always been helpful unravelling a busy mind to see a bit of a clearer way forward. Would highly recommend.

Richard Pincher

