

Coaching  
Hospitality  
Leaders

# the good life



# The Good Life

Coaching Hospitality Leaders



## Hello!

I am a CPCC certified coach who spent the more recent part of my career working as a senior leader in the bustling, entrepreneurial hospitality industry, most recently as Head of Culture at the 10 years in a row Best Company to work for Hawksmoor. At the centre of my work was developing managers and leaders – giving them the tools to lead fulfilled, successful teams. I now run The Good Life: coaching and courses for leadership development. I have twice been named one of the most influential women in hospitality by CODE. When not thinking about leadership or food, I swim outdoors in freezing waters and warm up in very hot saunas as often as I can.

*Madeleine Geach*

## What I Offer

### **1:1 Leadership Coaching**

Coaching packages for senior leaders to develop their skills so your company can grow and they can grow in it.

### **Group Leadership Programmes**

Interactive, impactful leadership development programmes for senior leaders, managers + support teams, tailored to the needs of your business.

# 1:1 LEADERSHIP COACHING

## My Approach

I take a whole person approach which considers you as much more than your work identity. I work with you as a full human being who wants to achieve in your career and lead a meaningful life.

Whole person development goes much deeper than simply addressing one or two specific skills.

By tapping into what really makes you tick, teaching you how to prioritise the important over the urgent, and how to take charge of your resilience it helps you transform how you work but also how you live and lead.

From this foundation you can build leaders who are fulfilled by their work, bolder, more adaptable and more able to have a lasting impact on their teams and your business.



## Areas where I have helped people ...

Stepping into a more senior role; working strategically; creating + communicating a vision; communication, influencing + presenting skills; emotional intelligence; leadership skills + style; building relationships + having difficult conversations; productivity, prioritising + managing workload; getting results; dealing with stress + work-life balance; confidence + impact; delegating + working collaboratively.





# DIRECTOR PROGRAMME

A coaching-based programme for senior teams that makes the tools of coaching (for example to have more impact, focus on what matters, to better manage your time and energy) accessible to a wider audience of up to 12 people. The course is flexible – you can pick and choose from the modules below. A minimum of 4 half days are recommended.

## **Fast forward one year from now**

Fast forward one year from today: what does success look like? Reflect on where you are now and create the vision of where you want to get to. Leave with a roadmap that provides focus for you and your team in the months ahead.

## **Manage the voice inside your head**

Lead others with confidence. Learn how to dial down the harsh internal voice that contributes to imposter syndrome. Find out tools to boost your impact and presence. Leave with a bold confident alter ego you can call on when needed.

## **Looking after yourself and your team**

Master your wellbeing at work and beyond. Learn how to have healthy boundaries and habits that build resilience in yourself and those around you. Leave with an action plan that will allow you to live and work sustainably and avoid burnout.

## **Manage your work, time + energy**

Develop the habits to get the important not just the urgent things done. Ensure the work you are doing has an impact. Be more productive and happier at work. Leave with your own blueprint to help you manage your workdays.

## **Get clear on what matters**

Get clear on your core values as a leader. Learn how this allows you to make faster + better decisions, influence others and create clarity for yourself and those around you. Leave with your own values manifesto and an action plan of how to use them.

## **Coach yourself, coach others**

Learn the tools to coach yourself beyond this programme. And how to add coaching to your leadership style – giving your teams more autonomy and you more time. Leave with a toolkit of powerful questions and how to use them for yourself and others.



A selection of modules you can pick and choose from designed to upskill senior managers of bars and restaurants giving them the tools to lead themselves and others confidently.

### **BOOST how to build resilience**

Master your wellbeing at work and beyond. Develop skills and habits that build resilience in yourself and those around you. Leave with an action plan that will allow you to live and work sustainably and avoid burnout.

- What is resilience?
- Identify resilience strengths and skills
- Emotional regulation: how to manage yourself effectively
- How to build resilience in my team

### **FUEL manage work and energy**

Develop the habits to get the important – not just the urgent – things done. Ensure the work you are doing has an impact. Be more productive and happier at work. Leave with your own blueprint to help you manage your workdays.

- How to be sustainably productive
- Tools to manage your time and workload
- Prioritising strategies: making sure your work has impact
- Creating a routine to sustain your energy

### **GROW build a feedback culture**

Develop capability and raise standards in your team with conversations that challenge directly whilst caring personally for those around you. Get comfortable with being honest and hearing what others think. Leave with 3 frameworks to help you have candid conversations and a plan to have more of them in your team.

- Blind spots and how to overcome them
- Using feedback to develop your team
- How to give and receive feedback
- Feedback frameworks

### **STRETCH develop a growth mindset**

Create an environment where people embrace challenges, persist in the face of setbacks, seek out feedback, and learn from those around them. Get comfortable with being uncomfortable and see how much more you can achieve as a result. Leave with a roadmap for yourself and your team.

- What is a growth mindset?
- Neuroplasticity – working with our brain's ability to change
- How to build a growth mindset in yourself
- How to build a growth mindset team

## **FLEX find your leadership style**

Find and flex your style to lead with confidence and get the most from people. Learn how to direct, delegate, and coach with ease and to adapt your approach as needed. Leave with 3 commitments for managing your team in the coming month.

- The emotionally intelligent manager
- Adult-to-adult management – building autonomy
- Situational leadership – adapting your style
- Tools for successful delegation

## **CONNECT communicate effectively**

Information is giving out. Communication is getting through. Get your message across in meetings, briefings, emails and 1:1s by following some golden rules of effective communication. Leave with an action plan to consolidate your skills in the coming weeks.

- The 4 modes of communication
- The golden rules of all good messaging
- Presenting skills + speaking well
- Email + writing well

## **ENGAGE make your training stick**

Everyday is a school day. Build a learning culture in your team to upskill them and build their confidence. This practical, hands-on session will give you the skills you need to run fun and effective daily training that sticks. Leave with your 3 next steps to boost your training and lots of easy to use ideas.

- The why of training – what makes it so important?
- The 6 principles of good training
- Tools to make your training fun and effective
- A treasure box of practical, useable activities

## **TRUST strengthen relationships**

Contrary to what some people think, trust is not an elusive quality that either you have or don't. It's more a pragmatic, actionable asset you can create. Learn how trust works, how to build it and leave with a blueprint to implement in the next month.

- Building trust and rapport
- Explore the 'trust equation'
- Conveying credibility, reliability and warmth
- How to build trust with clients and in my team

## **THINK SMART bright ideas + wise decisions**

How do you have your best ideas and make sound decisions? This workshop takes you beyond 'doing things this way because we've always done it like that' and breaks down the art of smart thinking. Leave with a framework for making complex decisions more easily and a tangible plan to build more thinking time into your working week.

- How our brains work – the deliberate and automatic systems
- Low value tasks – avoiding the busy-ness trap
- Creating the right conditions for smart thinking
- Frameworks to make better decisions more easily

## **EMPOWER develop a coaching style**

Empower people to find their own answers. Learn the art of powerful questions and how to use them in order to develop your team. And the manager tools to bring a coaching style to leading your team. Leave with a framework and tools to coach your team and a plan to put what you've learnt to use.

- Move from telling to asking
- Build autonomy and stretch your team
- Frameworks to help you start coaching
- The building blocks of a coaching approach

## **EXECUTE successful projects**

Hone your skills to run successful projects from start to end. Ones that have an impact and harness your team's strengths without causing stress or overwhelm. Leave with a 3-step strategy to get the most from the projects you are part of.

- Initiate, plan, execute and review
- Who does what – understand roles
- 6 skills to develop
- AGILE (what hospitality can learn from tech)

## **WIRED the brain at work**

Strategies for working smarter. This workshop will take you on a journey inside your brain. Understand how to lead people (and manage yourself) in a brain-friendly way: one that works with and not against your brain's hard-wiring. Leave with a blueprint for your workdays next month.

- Get to know your brain
- Working with other brains
- Smart not hard
- The power of pauses and positivity

## **AGILE adapt and adjust to master change**

These days change is constant. Being agile involves normalising this fact and learning to expect the unexpected. Learn a series of strategies to develop your own agility. Leave with a game plan for yourself and your work over the next 3 months.

- The neuroscience of agility
- Your relationship with change
- Developing an agile mindset
- 8 practices for you and your teams

## **MEET get the most from time together**

Make meetings count. Make things happen. And make sure they ZAP (not sap) everyone's energy. From group meetings to 1:1s to reviews. Leave with a quick win plan to improve any meeting you participate in.

- The nuts and bolts of a good meeting
- Manage the energy of the room
- Making sure the time counts
- What makes a good 1:1?

## **BUILD high-performance teams**

"Alone we can do so little; together we can do so much." Harness the power of your team through aligned values, effective communication, accountability, and trust. Leave with a plan to put into place in the coming weeks to boost your team's performance.

- Turning a group into a team
- The 4 stages: teams over time
- Communication – team toxins and antidotes
- Trust – what, how, why?

## **NURTURE your culture**

A bespoke workshop to transmit your culture and bring it to life in the minds and work of your team.

## **DELEGATE take your team to the next level**

Mastering the art of delegation is the core skill for leading a team. Having a compelling 'why' to your delegation is where it starts. And then there's the how. Learn to delegate responsibility not just tasks. And to communicate with confidence and clarity. Leave with a plan to implement back at work.

- Find your delegation 'why'
- Handling blockers: perfectionism, confidence, letting go
- The pillars of effective delegation
- Perfect the process in 6 simple steps

# The Learning Lab

## Culture-centric workshops

Bite-size collaborations with subject experts on niche topics, made relevant to hospitality. Digestible, impactful sessions that help build a positive culture. You will leave informed and enlightened, with an action plan to move your business forward.

### HOW TO handle conflict

Conflict costs us time, energy and money, stifling innovation and forward movement. Develop the capacity to have productive debate instead of letting disagreements fester, deepen or explode. Leave with a framework to de-escalate tension to use in your team and with customers.

- The neuroscience of conflict
- Shift to a 'conflict positive mindset'
- Centre yourself and your team during conflict
- How to turn difficult conversations into productive ones

### Sanja Moll

Sanja is a Leadership Coach and Accredited Mediator. She works with founders of businesses. She also gets restaurants: in her previous life, she was a restaurateur, setting up the highly acclaimed Salt Yard Group (which she eventually exited and sold) in the noughties. Using her training with the Centre for Effective Dispute Resolution Sanja helps people in conflict to have honest conversations and reach resolution.

### HOW TO mediate

Learn the core principles and skills of mediation nipping issues in the bud before they spiral. Ideal for HR teams, site managers and anyone who wants to unlock festering issues and release their people from tension and stalemate. Leave with a clear framework to facilitate a constructive discussion.

- The role of the mediator
- Core skills and frameworks
- Move from detail + drama to big picture + resolution
- Embedding the process where you work





## HOW TO support neurodiversity in restaurants

1 in 7 of us is neurodiverse, and the statistics are thought to be much higher in hospitality so having the ability to understand and support this really matters. This thought-provoking session will raise your awareness and allow you to review and improve your culture with quick wins and easy-to-implement solutions. Leave with 3 action points to become a more neuro-inclusive place to work.

- What is neurodiversity?
- Busting misconceptions and myths
- The building blocks of a neuro-inclusive culture
- Quick wins that make a big difference



### Anne Sheppee

Anne Sheppee is a Neurodiversity Consultant who knows and understands the demands of the hospitality industry. Her background is in education. She trained as a Dyslexia specialist over 15 years ago and has worked in the field of Neurodiversity ever since. She now works 1-1 with clients, speaks regularly at conferences and runs workshops focussing on identification, tackling misconceptions and creating neuro-inclusive environments.

## HOW TO create the right kitchen culture

By chefs for chefs. As the leader of your kitchen, the culture starts with YOU. What is the climate you want to create? And how do you create it? Rosie and Sherri have led kitchens, and run restaurants and know the atmosphere of your kitchen will shape the entire experience for everyone who shows up in your restaurant each day – to cook, serve, clean or eat. Leave with a 3-point plan to implement in your kitchen over the next 2 weeks.

- Managing emotion – the impact we have on others
- Healthy and unhealthy behaviours
- Kitchen climate – keeping it calm under pressure
- Real-life problems and solutions



### Sherri Dymond

Sherri has been a chef for over 20 years working in some of London's busiest restaurant kitchens including Soho House, The Canton Arms, Duck Soup, Koya and Rochelle Canteen. She went on to run her own restaurant Blue Jay in Brixton and now works as a Chef Educator – teaching the next generation of chefs how to feed themselves and others.

### Rosie French

Rosie has worked across the hospitality and creative industries since the 2000s. She was the chef-owner of a popular Brixton restaurant and street food business French & Grace. She won an OFM Award for food writing and went on to write a Times Best Selling cookbook and now works as a creative consultant for the hospitality industry.

## HOW TO manage banter, bullying & harassment

Banter done right can have a positive impact on culture. It can also easily cross the line and move into bullying and harassment. This is where businesses have a responsibility to act. Our workshop will break down the (sometimes unintended) consequences of banter and how to create an inclusive workplace where everyone feels safe. You will leave with a toolkit to manage difficult situations.

- Banter – where is the line?
- Practical steps to handle harmful banter
- The role of bystander intervention
- Creating a safe and inclusive place to work



### Sofia Gassne

Sofia leads HR at Hawksmoor – voted one of the Best Companies in the UK for over 10 years. She has worked in hospitality for two decades, in just about every role and department, before moving into HR. She sits on the London Mayor's steering group for women's safety and advises businesses on creating safer, more inclusive working environments. She was named one of CODE's Women of the Year in 2023 for her campaigning work in this area.

# Pricing

## 1:1 Leadership Coaching

### Manager Package

**£3,295 + VAT**

4 month manager package. Includes, 8 sessions of fortnightly coaching, initial goal setting + final review with line manager, plus support between sessions.

### Director Package

**£4,295 +VAT**

6 month senior team /director package. 8 sessions of coaching including , initial goal setting, a leadership visioning session, a 3 month follow up call, plus support between sessions.

### Power Hour

**£375 + VAT**

One off hour with me to focus on a specific problem or set your goals.

## Group Leadership Sessions

Up to 15 people

**£1,400 +VAT**

1 x 3 hour session

16 - 30 People

**£1,750 + VAT**

1 x 3 hour session



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I'd love to hear from you!  
Reach out to me any time  
for more information  
about my coaching  
programmes.



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