

TIM GOODENOUGH

High Performance and Systemic Team Coach

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“Over the last 20 years I have experienced how powerful coaching is for individuals, teams, companies and in my own life. The need for quality coaching to work with and through complexity is even more important with the shift to hybrid work and the challenges that the post-pandemic world brings to all of us. More than ever before – coaching is the method that unlocks what is needed to move from surviving to thriving and beyond. What is required to get powerful and meaningful changes and results is commitment to making coaching a priority, readiness to challenge current thinking and limiting beliefs and the openness to let go of what was good so that you can upgrade to what is great. I work best with individuals and teams that are entrepreneurial by nature – regardless of whether they work within a large corporate structure or sports team. This journey is not for everyone, however if you are committed to getting quality results and outcomes, I look forward to meeting you and discovering if we are a good fit.”

Tim is one of approximately fifty Meta-Coaches world-wide to hold the Professional Certified Meta-Coach (PCMC) accreditation. He qualified as a Trainer in both NLP and Neuro-Semantics in 2005. Tim was part of the Neuro-Semantic Global leadership team which leads 300 NLP/NS Trainers and 1600 Coaches in over 37 countries from 2010 - 2013. He specializes in high performance, both in the corporate world and the world of elite athletes and is one of a small group of Systemic Team Coaches trained by Prof Peter Hawkins of Henley Business School (2016-2017).

At the end of Tim’s corporate career he worked at Standard Bank as the Senior Manager for Talent Support in Personal and Business Banking and was part of the Leadership Development, Coaching & Mentoring Unit (2005-2007). Tim looked after Executive Coaching and Mentoring for Personal and Business Banking, as well as designing and facilitating coaching and mentoring workshops and training and assessing external facilitators. Tim sat on the Standard Bank coaching accreditation panel

Tim was the full-time mental coach for The Sharks rugby team during their 2008 Super 14 campaign. Tim and his business partner Mike worked with the SA men’s Hockey team from 2009-2012 and the Ireland Men’s Hockey team who won Silver in their Olympic Qualifying tournament in 2012. In 2013 Tim worked with the NMMU Netball, Soccer and Rugby teams who all reached the semi-final or final in their Varsity Cup campaigns – a record for the university in each sport.

Tim was the Mental Coach for the World Cup winning SA u19 Cricket team in 2014 and had been working with the team since 2012. Tim lectured on mental toughness at The Investec International Rugby Academy (2009-2015) and was a contracted High Performance Consultant for Cricket South Africa (2012-2017). Tim was the mental coach of Paarl Boys High 1st and 2nd Rugby teams from 2015-2019, which included 50 games over 3 years where both teams were unbeaten in South Africa.

Tim is the best-selling co-author of *In the Zone with South Africa’s sports heroes* (2007: Zebra) with Mike Cooper. In 2009 Tim co-authored, *Artists at work: Team Coaching* (2009: Penguin) a collection of strategies and models for working as a team coach in different environments. In 2012 *Raising Talent* (2012: Penguin)

was published, this book focuses on how to accelerate the talent development process and was described as, *“Insightful, practical and powerful”* by Lewis Pugh: The Human Polar Bear, author of *Achieving the impossible*. Tim’s most recent book *Game Changer Protocol* (2016: CUI Publications) identifies the 10 core beliefs that create healthy self-worth and includes a breakthrough technique called *Scanning* which can internalize those healthy beliefs whilst removing the limiting beliefs trapped in the body.

Tim has created 3 highly acclaimed online courses: *High Performance Learning*, *Game Changer Protocol* and *Covid-19: Release your fear and anxiety* which are all available on his www.beyondthegap.com platform.

In the corporate and entrepreneurial world Tim works as an Executive Coach and Systemic Team Coach for leaders and high performers on an individual and team level. He presents keynotes and workshops on High Performance and Leadership, trains ‘Performance Coaching skills for Leaders’ and ‘Leader as Coach’ workshops and more recently, Tim is currently one of the co-trainers for the First Rand Group on their yearlong Internal Coach training certification programme.

Current and Past Clients

Standard Bank, Investec Bank, RMB Bank, FNB Bank, ABSA bank, SARS, College SA, Tabaldi Education, Senya Education, MTN, Telkom, SMB Construction, Transnet, Axxess DSL, Kathea, Flight Centre, SA Rugby, SA Cricket, ICC (International Cricket Council), SA Hockey, SA Tennis, Irish Hockey, SA Rowing, Springbok Rugby, Sharks Rugby, Wildebeest Rugby, UCT Rugby, NMMU Sport, Sharks Academy, Amazulu, Belmont Shore Rugby Club (USA) Natal Baseball, AFL (Australian Football League), NRL Wests Club, Brazil Soccer (5 a side), Kingswood College, Glenwood High School, Hilton College, Paarl Boys High School.

Qualifications and Training

BSc (Inf Sys) Majoring in Computer Science, Information Systems & Management (2002)
Associate Certified Meta-Coach (ACMC) with Meta-Coach Foundation (2003)
NLP and NS Master Practitioner (2004)
Neuro-Semantics (NS) and NLP Certified Trainer (2005)
Professional Certified Meta-Coach (PCMC) with Meta-Coach Foundation (2010)
Diploma in Systemic Team Coaching (2016-2017)
Systemic Team Coaching Supervision Certificate (2021)
International Coaching Federation (ICF) – Professional Certified Coach Certification (PCC) (2023)

Testimonials

“Tim Goodenough has been an important partner in the work we’ve done in Leadership and Coaching over the last 12 years. He has played a role through his ability to facilitate often challenging groups of senior leaders, has been part of growing our internal coach community and has been a personal executive coach for many people, myself included. Throughout our coaching journey I felt supported and yet challenged, encouraged and yet challenged, nurtured and yet challenged... yep the common denominator is that he will not let you get away with excuses. He wants you to be better, to find your flow, to understand your obstacles and then help you get them out of the way. With Tim there’s no wriggling away from your next opportunity to grow. Thanks Tim.” **Dr Ilke Dunne, Group Lead: Leadership and Coaching, First Rand Group**

“Some feel the practical outcomes of coaching are difficult to measure – but not so for me. During my coaching, I had a client issue that could have cost the bank R20 million. The negotiations had been difficult, and the client wanted to renege on a commitment. A meeting was set up with the CEO as a last attempt to save the situation before implementing long and expensive legal action. Using techniques taught by Tim, the meeting was a success and the client settled the obligation with no loss to the bank.”

Anthony Grant, CEO RMB/FNB Foreign Exchange Product House

"As part of my development and growth, the company I used to work for recommended that I get an Executive coach to help unlock my potential. I was given different names Executive coaches to choose from, after going through everyone's profile and learning a bit more about them, I chose Tim. As a result Tim and I were introduced to each other in 2016. As a coach Tim demonstrated a big deal of care and extremely understanding. He's positive attitude and outlook made it so clear that he knew what he was talking about. His ability to help me balance my strength and weakness to unlock my potential was nothing but GREAT. He combined this with passion for people, wonderful ability to relate and great communication skills. Tim helped me to unlock my potential and I have not doubted his contribution to my career. I have been recommending him to different people ever since then and I still recommend him to anyone who might have doubts about their potential and looking to enhance their performance." **Siphamandla Buthelezi, Head of Platforms | NMG Benefit**

"I fully support Tim's work. It has helped many world class athletes and has written an excellent book. One of the weaknesses of South African society is that we do not speak enough about self-belief and how important it is to ultimate success." **Dr Tim Noakes, Pioneering Researcher and Scientist**

"I have known Tim personally and professionally for 10 years. He demonstrates a wide-ranging understanding of human behaviour and motivations. He combines this with systematic thinking and has wonderful ability to communicate this knowledge. He is a passionate guy, whilst maintaining personal humility and a hunger to learn. I recommend him to work with individual performers, or with teams looking to enhance both their environment and performance." **Paddy Upton, Executive Coach**

"My time spent with Tim has been inspirational in so many ways. I have had an opportunity to rekindle my passion for business as well as to re-evaluate my relationships with my family and friends and have let go of many of the negative beliefs and emotions that have kept me from optimum performance. I am re-energised and more passionate about life in general. Thank you, Tim, for your knowledge and insight and the calm and caring manner in which you've conducted our coaching sessions. I read your book "In the Zone" and believe that if all business managers appointed themselves as sports coaches and nurtured their teams that business as well as people would prosper. Thank you for reminding me to live my life rather than just be a spectator." **Sue McNair, Managing Director, Bidvest –Silk by Design**

"The biggest thing I took out of our coaching was building up of my confidence which I had completely lost and with that confidence comes so much. No longer being scared of things that used to terrify me!! What I have learnt has put me back on track and given me the confidence to go forward in life and not to be stuck in the rut I was in. I found you a very easy person to talk to. I think people have the perception that people in your career are judgemental which could not be further from the truth. All I can say is a very big thank you (Tim) for what you have done for me." **Alistair Gordon, Alistair Gordon Racing, Managing Director**

"Tim has been a game changer for my business partners and myself. We have taken on a major turn-around project in terms of a new group of businesses that we acquired. To be honest all three business partners started off by feeling out of their depth in our new business. Tim was referred to me by a friend who was a CEO of a large supply chain business and at that stage I was a bit desperate for any form of support that was independent and not emotionally and financially attached to my new business venture. I was not sure what business coaching would entail, but I have found that my time with Tim has been more about performance coaching. I have enjoyed the fact that it is results orientated and it does not feel that it is based on a "one size fits all" approach. I have learnt a great deal about myself and how I interact with my partners and teams. The

largest impact has been that I now view my role as CEO as being a multiplier, which has freed up my mental energy from "working harder", to now working smarter and viewing a strong work life balance as an essential part of my role as a multiplier. I have also been thankful to Tim for the work he has done for my two business partners - one of whom is my wife. I have seen the two of them grow in how they value themselves. I have seen them rise to some rather scary challenges and I am aware that they have done so successfully, in part due to the support and valuable input from Tim." **Richard Starkey – CEO, College South Africa**

"I met Tim after having been in my new role as a Head of Technology for about a year and a half, what the role started out as and what it had become at that time were two different things, I ended up being the line manager for more than a 100 people and responsible for over 60 systems. My days started early and was filled with meetings and they ended late with me trying to wrap up emails. Needless to say I left home when the family was sleeping and came home after they had gone to bed. I knew that sooner or later one of three things would break, my family, my health and/or my career, I also knew I needed help. A colleague suggested management coaching and after asking around Tim seemed like a good fit. During the coaching with Tim I was able to refocus how I ran my department, small changes through increased delegation and questioning some of the organisational constructs as well as procedures started giving results. With Tim's coaching I freed up my time and I am able to provide a vision for my department, backed up with strategies on how to get there, and more importantly I have far more time to spend with my wife and kids, something that was almost impossible in the past. I have also empowered my team leads with the tools and techniques I learned so that they too can improve their quality of life. Thank you Tim for helping me find the balance and at the same time improve my performance." **Thomas Evje - Chief Information Officer (CIO) Markets at Rand Merchant Bank**

