

	Coaching & Mentoring Profile: Gillian Rightford
	<p>Gillian Rightford has over twenty years of experience in advertising, entrepreneurship and management. She has a strong interest in creativity and the challenges faced by management in running a creative company.</p> <p>She started Adtherapy in 2007 as a means to work with advertising and other agencies and marketers to help improve the quality of creative output. She is aware of the complex relationships in this industry and focuses her coaching and mentoring in this space.</p>
Name of Business	Adtherapy
Geographic location	Cape Town, South Africa. (Frequently travels to Johannesburg).
Keywords for your specialisation(s)	<ol style="list-style-type: none"> 1. Success/Leadership Coaching 2. Self-Esteem 3. Reframing 4. Conflict Management 5. Goal achievement
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Web site(s):	www.adtherapy.co.za
Linked In Profile	za.linkedin.com/pub/gillian-rightford/5/223/357
Mentoring & Coaching Philosophy	<p>Gillian's coaching is aimed at Executives in the fields of Marketing or Advertising. She particularly likes working with women executives, being conscious of the pressures they face in the work-space. She understands how emotionally draining this life can be can be, with strong personalities, low margins, tight deadlines and long hours, operational crises, different personal agendas and the challenge of managing difficult relationships – both internal (staff/stakeholders) and external. She also understands how exciting and challenging a successful career can be and the joy, fun and adrenalin when it all goes right!</p>

<p>Methods of working</p>	<p>Her coaching methodology works by combining coaching and mentoring – it is directional and looks to solve particular problems, and is more focused on the business issues at hand than broad based ‘life-coaching’. The sessions work at building skills, confidence and understanding to help the candidate achieve his or her goals in a work space. Gillian’s experience in leadership positions, and on many Boards, is useful to help navigate these areas. The personal space is not ignored, and the approach looks to optimise both. The end goal must be balance work and life satisfaction.</p> <p>The ideal <u>structured programme</u> consists of 8 sessions of one and a half hours each.</p> <p>The contacts can be face to face, or telephonic, Skype or via email.</p>
<p>Specialisations</p>	<p>Women in Advertising;</p> <p>Making the shift to Managing Director level;</p> <p>Reframing conflict between creative and management;</p> <p>Managing Client relationships.</p>
<p>Reference</p>	<p><i>“I started working with Gillian in July 2010 at a very rocky point in my professional life. I was ready to resign my position and look for something else. My start point with Gillian was to analyse and unpack my situation from a non-emotional perspective. From here we worked together to address and inspect the many different aspects of my working situation and environment. In just four months, thanks to the hands on consultation and mentoring from Gillian, my working situation looks quite different. The tangible professional and personal outcomes of working with Gillian are many. One large and significant professional result being my integral role in getting a change process in place and executed, that addresses the internal structural concerns affecting the whole team, not only my role. For me personally, I now have a far more constructive and effective approach to, and perspective on my position and my company. Big wins aside, the small professional and personal insights stemming from the process as a whole are invaluable and all add up to a new perspective on work and self for me.</i></p>
<p>Pricing</p>	<p>R2,000 per 1,5 hour session. (excluding VAT) Please contact Gillian for a detailed pricing proposal, which will be written according your brief.</p>