



## The Power of Visualization

*How your mind can work for you, and against you!*

by [Andrew Cooke](#), [Blue Sky GPS \(Growth & Profit Solutions\)](#)

Get your team, individually and collectively, to picture where they want the team to be at a given time (e.g. financial year-end). Get them to see the picture of what it will look like, how they will feel, what they are doing.

It is important for them to be clear not on just where they will be, but how they will get there. What do they have to do, day in and day out, for this to happen? How will they do this?

Repeating visualization has been shown to improve performance and results. Build this into all your interactions with your team, whether they be 1-to-1 or as a group, formally or informally. On-going reinforcement of this is key and helps to build resilience and performance.

### About Andrew Cooke

Andrew Cooke is known for his work with executives, managers and teams in helping them to grow, develop and achieve results. Using a blend of consulting, facilitation and coaching he is noted for his ability in "bringing people potential to life". Andrew takes the time to understand and assist successful business executives in creating a customized plan that allows them grow and develop their leadership effectiveness. In doing this he guides executives to manage, direct and make change work for them and their stakeholders and teams in an increasing volatile, uncertain, complex and ambiguous business environment. From this he helps others to become more successful in both what they do and how they do it.

Andrew demonstrates a proactive attitude and empathy that blends enthusiasm, energy and a pragmatic approach in engaging leaders and their stakeholders. He has over thirty years of international business experience and insights on which to draw, and has worked with blue-chip clients and other leading businesses across a range of industries. Andrew is passionate about helping others to be more successful personally and professionally



### **Qualifications & Accreditations**

Andrew is an experienced international expert in executive coaching, leadership development and business consulting. He has qualifications, certifications and accreditations from recognized leading global organizations, including:

- International executive coach with certifications for Marshall Goldsmith Stakeholder Centered Coaching and Global Leader of the Future 3600 Assessment
- Masters of Business Administration (MBA), London Business School, UK
- Bachelor of Business BA (Hons), University of Plymouth (UK)
- Diploma from the Institute of Marketing (UK)
- Accredited DISC Facilitator & Coach