NICK SILVERSTONE

FRACTIONAL MD

+ SNR LEADERS ADHD COACH

ADHD Coaching - how it **works**

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SENIOR LEADERS **ADHD** COACHING

ADHDWorks **Certified Coach** and **Mental Health** first Aider

WHAT IS SENIOR LEADERS **ADHD COACHING**?

"Learning about ADHD is like **wearing glasses** - you can see the mess, but **don't know how** to clean it"

-Leanne Maskell

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WHAT IS SENIOR LEADERS **ADHD COACHING**?

It's a **coaching model** that blends neuroscience, behavioural psychology, and performance coaching to help individuals with ADHD:

- Improve executive functioning
- Work with our brains (not against it)
- Repositioning and rethinking how you view approach to task, work and life work / balance
- Create sustainable strategies for leadership and performance

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WHAT **ADHD COACHING** TYPICALLY COVERS?

What we want to achieve	Focus	How it Helps ADHD Leaders
Clarity	Define goals, priorities, and purpose	Reduces overwhelm and “idea flood”
Structure	Systems, routines, planning	Compensates for working memory & task-switching issues
Activation	Motivation, task initiation, breaking inertia	Addresses procrastination and paralysis
Regulation	Emotional self-management, managing overstimulation	Helps with impulsivity, burnout, and overcommitting
Accountability	Tracking, reflection, external check-ins	Builds habits, reduces inconsistency
Strengths-Based Focus	Leveraging creativity, hyperfocus, problem-solving	Builds confidence and long-term traction

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‘Typical’ areas addressed with **training**, **coaching** & **mentoring**

Foundations & clarity

- Purpose, values & non-negotiables (the what/why/how)
- Role design & job crafting
- Decision filters (yes/no criteria)
- Operating cadence (weekly/monthly/quarterly/annual)
- Access to Work support (wording + outcomes)
- Neuro-inclusive policy & manager training
- Tool stack setup (HubSpot/PM/automation/Ai)

Focus & prioritisation

- Task triage (Impact/Effort, MoSCoW, Eisenhower)
- Weekly goals → Daily “Big 3”
- Break marathons into sprints
- Timeboxing & calendar architecture
- Control hyperfocus (start/stop cues; scope locks)
- Procrastination & task-paralysis playbook

Wellbeing & resilience

- Overwhelm reset protocol (in-the-moment)
- Stress/RSD regulation (breathing, pause scripts)
- Burnout early-warning dashboard & recovery plan
- Sleep, movement, nutrition basics
- Mindfulness/meditation: micro-practices that stick

Commercial & leadership

- Cash-flow & finance rhythm (e.g., 13-week cash)
- Scorecards & leading indicators
- Scope control & change requests
- Risk decisions under uncertainty
- Hiring for strengths; role clarity & accountability
- Culture by design; values in action

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‘Typical’ areas addressed with **training**, **coaching** & **mentoring**

Execution & systems

- Visual Kanban/boards (brief → in progress → done)
- SOPs, templates & checklists
- Automation & tool stack (CRM/AI/project tools)
- Meeting hygiene & agenda discipline
- Delegation & handover protocols
- Definition of “Done” & the 80% rule
- Feedback loops & RSD-safe reviews (SBI + feed-forward

Self-management (Executive Function)

- Reframing blockers (thinking traps → alternatives)
- Impulse control & urge-surfing
- Distraction management (environmental design)
- Memory systems (second brain, cue cards, spaced recall)
- Time-blindness tactics (timers, anchors, start triggers)
- Energy mapping & task–state matching

Communication & relationships

- Boundaries (saying “no” without drama)
- Stakeholder mapping & update rhythm
- Asking for help; buddying/body-doubling
- Difficult conversations & conflict skills
- Coaching your manager (reasonable adjustments)

Strengths & mindset

- Leveraging strengths (talent → role fit)
- Managing inner saboteurs & self-talk
- Controlling over-thinking & analysis loops
- Self-doubt & low self-esteem reset (evidence-based)

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ADHD COACHING COST

Typically coaching consists, typically, of anywhere between 8 and 12 weekly sessions initially when can then be on-going, depending on need. However, this is flexible to your requirements. Between sessions, some investment will required your your part for:

- A couple of exercises / assessments
- Implementation of weekly goals, we agree

Induction - **£115** - 45 min session [**Free** if 6 sessions bought in advance]

Session costs - **£150** per hour [bought in blocks of 3 or 6 in advance]

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ADHD **COACHING**

Examples of typical **weekly Coaching** Sessions

Induction

- Introductions
- Awareness
- How impacted
- What is coaching
  - what to expect
  - what outcomes

Session 1 to 3

- Understand your strengths
  - Playing to them
- What are your ‘saboteurs’
  - Reframing them

Session 4 to 8

- Developing Tactics
- Implementing Smart Goals to manage
- Exploring deeper

Session 9 to 12

- Implementing best practice
- Review and refine tactics
- Hold to account
- Understanding positive impact changes

On-going

- Ongoing, less regular or Ad hoc sessions, as required
- Reenforcement and holding to account
- Any additional areas to address

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A **bit** about **me**

A successful career spanning a breadth of industries

Property | SaaS | Recruitment | IT | Healthcare | Marketing

Formally MD of Wagada Digital

Co-led a multi-award winning marketing agency from local SEO agency with several £100k turnover to a 3 office office national agency with international client base and **multi-million pound** turnover.

I’m now a Fractional MD and ADHD Coach

Working with a number of founders and business leaders helping them to scale, ready for exit or be better

Get **F.I.T - Foundations | Implementation | Transformation**

Work **Smarter..** Think **calmer..** Achieve **more**