

CASE STUDY – Taking on a new leadership role

Background

Our client, a Business Development Director for a multi-national company, had recently been promoted from a European Sales Manager role. Part of the coaching was to help her transition into the bigger role but also to support her in leading her new team as she faced critical business retention challenges in a fiercely competitive market.

The coaching approach

The coach was selected based on their record of success in similar assignments and the client's desire to work with him. Six sessions, of two-hour duration were delivered as follows:

Session 1 & 2: Background, Ethics & Contracting for results

Session 3 & 4: Issue identification & and development planning

Session 4 & 5: Implementation & assessment

Session 6: Review & agreed 'ending'

The coach, who has bona fide coaching qualifications and works to a defined code of ethics (including supervision), delivered the coaching sessions over a four-month period. The sessions were designed to challenge the thought processes and behaviours of the client as she undertook the emerging challenges of her new role. The client was encouraged to experiment with new behaviours and the coach was available outside the formal coaching sessions to offer support

The result

The client was successful in her transition to a new & bigger role. She and her team have since achieved a record level of new business under her leadership. The client described the coaching experience as 'priceless' and added that 'I found my coaches expertise invaluable'. Her Managing Director commented on a remarkable year of 'increased sales pipeline & improved relationships with our key accounts, at a time when the market is tightening considerably' and he attributed this success primarily to his new Business Development Director & the way she 'engaged & led her team from the front through uncertain times'