

Executive Coaching - Case Study 2

Situation

The Managing Director and owner of a financial management organisation needed some external coaching support for strategic direction, a sounding board for key decisions and help with his personal development.

Task

The Managing Director engaged Gary Lacey of Mentor Masters as an executive coach to work with him to deliver the support required.

Action

The coaching started with a personal profile and review of personal development needs arising from the session.

A review of organisational vision, mission, value's along with a SWOT analysis led to a set of actions for improvement within the business.

Personal goals were established and coaching has been focused on building personal competencies to enable both the business to grow and the Managing Director along with it.

Outcomes

As a result of the coaching to date a new client presentation has been developed to win more business.

A new staff appraisal scheme has been established.

A marketing plan has been developed and implemented.

The website has been rewritten and provides greater impact and engagement with the target clients.

The staff are now being reviewed against agreed performance targets.

The business is going from strength to strength recently targeting growth by acquisition.