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*PMC Coaching Methodologies
Marshall Goldsmith One-on-One & Team Coaching,
Emotional Intelligence & Transpersonal Leadership
Coaching, Results & Brain Based Coaching, John
Maxwell Coaching, John Mattone Intelligent
Leadership Executive Coaching*

CELEBRATING REMARKABLE PROGRESS AND ACHIEVEMENTS A LEADERSHIP EXECUTIVE COACHING SUCCESS STORY

CASE STUDY



Background

This case study showcases the growth and development of leaders through remote coaching engagements.

Despite the challenges posed by virtual interactions, an effective coaching environment was created, enabling leaders to enhance their skills and advance professionally.

Executive Coaching Overview

The 15 leaders were coached through 9 one-on-one coaching sessions over a 6 to 7 months period of time.

These leaders, possessed a wealth of experience ranging from 13 to 18 years, and were identified to be groomed for senior leadership positions within their respective companies.

9 sessions of 60-90 minutes each were conducted during a period of coaching.

The breakdown is as follows:

- First Session. Goal Setting.
- Second Session. Identifying strategies.
- Third to Eighth. Actions were committed to by the leaders and worked upon prior to the next sessions.
- Ninth. Session. Review and Completion.

A feedback call was conducted with the leader and their manager after 5th and 9th Session to keep the managers in the loop and seek their feedback on improvement noticed and additional growth areas to work upon.

Areas of Leadership Growth

The key areas that they worked on were as follows:

- **Increasing Executive Presence:** Leaders dedicated efforts to enhance their executive presence, enabling them to command respect and influence others in their roles.
- **Creating a Performance Enhancing Team:** Leaders focused on improving team chargeability, enhancing the quality of contracts and proposals, establishing an effective client deliverable review process, and implementing effective delegation strategies to ensure high-quality outcomes.
- **Renewals of Existing Clients and Upselling:** Leaders worked on strategies to successfully renew existing clients and improve upselling opportunities to further strengthen relationships and drive business growth.
- **Acquiring New Clients:** Leaders aimed to expand their client base by a certain percentage, focusing on building new relationships and generating business from untapped sources.
- **Establishing Thought Leadership:** Leaders strived to position themselves as thought leaders within their industry, demonstrating a strategic perspective and sharing valuable insights.
- **Increasing New Client Penetration:** Leaders dedicated efforts to penetrate new markets and acquire new clients, expanding the organization's reach and driving revenue growth.
- **Enhancing Inclusive Communication:** Leaders aimed to become more inclusive communicators, empowering mid-level team members to enhance team effectiveness and fostering a collaborative environment.



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Areas of Leadership Growth

- **Improving Verbal Communication Impact:** Leaders focused on enhancing their impact and effectiveness in verbal communication, ensuring their messages were delivered with clarity and influence.
- **Building Trust and Improving Communication with Team Members:** Leaders worked on enhancing trust within their teams and improving communication channels to foster open dialogue and collaboration.
- **Effective Delegation and Empowerment:** Leaders aimed to improve delegation and empowerment strategies to enhance team outcomes and ensure high-quality deliverables.

These are just a few of the areas that these exceptional leaders focused on throughout the coaching engagements.

All 15 of them have successfully secured promotions, marking a significant milestone in their career.

Conclusion

This case study highlights the successful outcomes of remote coaching engagements, where leaders focused on key areas for growth and development. Despite the virtual nature of the coaching, these leaders exhibited impressive progress, underscoring their dedication and commitment. The collaboration between the organization and the coaching program played a vital role in fostering their success and contributing to their professional advancement.

Executive Coaching: Areas of Leadership Growth

- 1 Increase Executive Presence
- 2 Create Performance-Enhancing Team
- 3 Renewals, Upselling to Existing Clients
- 4 Acquire X% New Clients
- 5 Establish Thought Leadership & Strategic Perspective
- 6 Expand New Client Penetration
- 7 Foster Inclusive Communication & Empower Team Members
- 8 Enhance Impact & Effectiveness of Verbal Communication
- 9 Build Trust and Improve Communication with Team
- 10 Delegate Effectively- Improve Quality of Outcomes
- 1 1 Foster Collaboration Across Departments
- 1 2 Enhance Project Effectiveness
- 1 3 Increase Visibility and Influence
- 1 4 Assertiveness and Effective Communication
- 1 5 Thought Leadership, and Strategic Perspective
- 1 6 Manage & Empower Teams, Time, and Work-Life Balance
- 1 7 Prioritize Objectives and Align with Organizational Vision
- 1 8 Communicate and Influence in Diverse Perspectives
- 1 9 Effective Time Management and Structured Execution
- 2 0 Delegation for Enhanced Team Effectiveness
- 2 1 Team Relationships for Successful Project Completion
- 2 2 Set up Organizational Structure in a New Country
- 2 3 Act as a Coach or Mentor for the Team
- 2 4 Manage Conflicts Diplomatically
- 2 5 Develop Trusting and Accepting Relationships
- 2 6 Become a Commercially Savvy Portfolio Leader
- 2 7 Cultivate Long-Term Sustainable Client Relationships
- 2 8 Build my Organization's Brand
- 2 9 Embrace Composure, and Maturity in Leadership
- 3 0 Effectively Collaborate with Different and Difficult People
- 3 1 Enhance Domain/Technology Expertise
- 3 2 Improve Team Management based on 360 deg Feedback
- 3 3 Foster Collaboration with Offshore Peers
- 3 4 Enhance Team's Execution Capability