

## Case Study

### - Executive Coaching for Retail Organisation Director

#### Background

A member of the executive team of a national retail organisation looking for support in transition from an operational role to full strategic accountability for the business.

#### The Solution

We agreed a series of six one to one coaching sessions to coincide with undertaking the new role. We worked on challenging thought processes, developing thinking for the longer term focussing on strategic thinking & a broader understanding of business models. In the first session we agreed the objectives the executive wanted to achieve, the measurements to be employed & the style of feedback that would be most beneficial – which was challenging & supportive.

We used various coaching models across the six sessions – each session being focused on one or more elements of strategy. One of the challenges involved reframing the perception of business thinking – previously this had been reviewed by the executive as tedious resulting in a poor focus & impacting on the results achieved. Via coaching a new perception was developed & a breakthrough achieved. Business thinking then became more exciting, easier to time plan & results improved.

The executive committed to follow up actions at the end of each session based around the session outputs. During the final session we focussed on maintaining momentum moving forward.

#### Results

During the first 12 months the organisation exceeded targets by a wider margin than anticipated. The executive was recognised by the board as a major success in their new role. 360 degree feedback from their team produced excellent results in all objective areas.

Quote from the executive 'I would certainly recommend Irene as an Executive Coach. Her flexible & focussed approach has made me consider the changes I need to make & I now believe I am working at a level that I would not have achieved as quickly without her support'

EyejBee Limited  
1 Newton Manor Close  
Birmingham  
B43 5JZ

Tel: 0121 357 3996  
Mob: 07740 982212

Email: [irene@eyejbee.co.uk](mailto:irene@eyejbee.co.uk)  
Web: [www.eyejbee.co.uk](http://www.eyejbee.co.uk)