

## Case Study: Stepping Up to a New Role

### Helping a client change career, then move from Key Account Manager to Country Head

#### The Client:

The client is a former professional sportsperson who had successfully transitioned to become a respected relationship manager for a multi-national high end manufacturer, but had aspirations to gain promotion to a more senior level.

#### The Brief:

I was initially referred by a business partner to help create a 100 Day Career Transition Plan, which he funded himself. The objective was to establish a footing in his new career and then secure the budget for a series of company sponsored Executive Coaching sessions to help position himself for higher level.

#### Client Goals:

With a combination of an ambitious mind-set, a strong desire for rapid promotion and an appetite for taking on more business responsibility, the Executive Coaching brief was to focus on the following areas:

1. Strategic planning
2. Broadening his business acumen
3. Effective interaction with colleagues
4. Building stakeholder relationships at executive level

#### Action Taken:

The Executive Coaching assignment encompassed 25 hours, including time spent gathering 360° degree feedback from key stakeholders. The client has also asked me to run a training session for his team in Singapore. His coaching has been extended three times.

#### Outcomes:

After the success of the 100 Day Plan, the client secured company funding for Executive Coaching sessions on two occasions and achieved the rapid promotion he sought. He has moved countries and is now Regional Head for South Asia.

Specific results include:

- Promotion to Regional Head
- Increased self- awareness through feedback and Executive Coaching
- Developed a broader range of skills required for executive level
- Exceeded sales revenue targets in two Asian countries
- Developed a coaching style of leadership and management
- Created deeper working relationships
- Improved stakeholder management
- Developed powerful internal and external presentation skills

I was also invited to deliver team training on key account management

#### Post coaching comments:

*'I have been thoroughly impressed with Trevor's thoughtful, practical and creative approach and I have both enjoyed and benefited from the experience. I hope to work with Trevor again in the future and have no reservations in recommending him highly.'*