

# Leader as Coach...



## Client need

Seeking a more agile culture, a CPG company recognized the need to empower its people to become more customer-centric and improve decision-making. To achieve this vision, leaders needed to adopt a way of leading that was rooted in coaching.



## The solution...

To bring this transformation to life, the organization partnered with BTS to create a program that:

- **Ran virtually**, enabling fast deployment across geographies.
- **Allowed managers to receive a personalized approach**, working in small six-person groups with a professional coach to explore and practice the application of ideas.
- **Included four two-hour virtual sessions with practical 'go-dos' in between**, which are on-the-job application challenges. These occurred over the course of three months.
- **Covered topics including: building trust, inclusivity**, adapting coaching style, asking powerful questions, creating a feedback culture and engaging in difficult conversations.



## Results

**97%** of participants said they **changed** due to the experience

"My team is thinking for themselves rather than me telling them"

**98%** participants said they would recommend the experience

"Great facilitators, material is unique, course was great!"

**34%** increase in efficiency, **24%** increase in quality and a **16%** increase in leadership talent retention

# Virtual Leader as Coach Journey

Over 3 months

