Leader as Coach...



Client need

Seeking a more agile culture, a CPG company recognized the need to empower its people to become more customercentric 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 qualityand a 16% increase inleadership talent retention



Virtual Leader as Coach Journey

Over 3 months

On the job application: Pre-work



Online Pre-work

Virtual POD One

Situational Coaching: 4 Faces

- Flexing your style: The Four Faces of Coaching
- Your strengths and development area.
- How to flex your style

Time: 2 hours



On the job application: Pre-work

Virtual POD Two

Building Trust

- See, Hear, Speak model
- Inclusivity
- Improving our ability to influence and build trust

Time: 2 hours



Virtual POD Three

Listening & Asking for Feedback

- Skills of listening and playback
- The power of 5 minute everyday conversation
- Asking and receiving feedback

Time: 2 hours



Virtual POD Four

Speak

Difficult conversations

- Giving feedback
- How to prepare for a difficult conversation

Time: 2 hours

Target Individuals for Coaching

'Formal Conversations'

Five minute everyday conversations

On the job application: Pre-work

