



Trusted Advisor - Lonely at the Top

Coaching Objectives:

To work with Mike, the CEO of a mid-sized sports business, in the next phase of its organic growth and also to partner on a potential merger and acquisition.

Coaching Process:

The coaching itself consisted of a sounding board advisory content, as well as specific outcomes. Mike and his coach had worked together previously some years ago, and Mike had approached his coach, on the basis that he felt this was an appropriate time to re-engage and would value the external stimulus and independent challenge that he knew he would get.

During the coaching period, Mike decided to go for an acquisition and potentially double the size of his business. He and his coach worked through the framework on this, including how to carry out due diligence on possible investors and how to best work with his new partners, who could be the non-Executive Chairman and non-executive Directors.

The coaching process in this instance was a combination of independent work and reference checking carried out by the coach on behalf of Mike, with regard to the non-executive Chairman and other investors, together with “how best to create the new leadership team” so that when the businesses were finally merged, then little time would be wasted, and the organisation would get off to a flying start in its new format.

Throughout the due diligence process, Mike and his coach worked on clarity and keeping focused on the key objectives, as well as some of the less tangible around communication and leadership through change.

Coaching Outcomes

Mike successfully acquired the business, it doubled in size and its first three months of trading were very positive. The coaching process itself broke new ground, in undertaking due diligence on what was later one executive Chairman and two non-executive Directors together with a venture capitalist company who provided funding.

The new leadership team for the enlarged business significantly benefited from the planning and focus that the coaching had provided in the previous six months.

