



## Talent Attraction

### Coaching Objective

This global brand was able to attract highly talented new recruits however with a 65% attrition rate the coaching was highly focussed and measurable.

### Coaching Process

The coach worked with a number of senior managers as they joined the organization to best understand their expectations, drivers, motivators and how best to accelerate their performance during the first three months.

A group of six managers were provided with one-to-one coaching to help them transition into their new organization. The group were all highly intelligent, articulate and had been attracted to the organization because of its global presence. The main problem they faced was that the organization conservative, with strong internal politics and slow to recognise the potential that this new group brought.

Each person worked with a coach individually. They had a tailored programme focused around how to make the most impact and how to take charge of their career in a new organization. Minor irritations came along during the coaching programme, i.e. not enough stretch, lack of pace and some admin things, which just added to the frustration.

The programme provided each “coachee” with the ability to take charge of the situation they found themselves in. They were no longer waiting for the organization to take action but they themselves started to lead and make their presence felt.

### Coaching Outcomes

The programme was highly successful and resulted in a number of outcomes. Firstly, the process of on-boarding new senior people into the organization was completely revamped.

Secondly, the attrition rate of new talent was tracked and recorded. Results showed that it fell by 50 percent. It demonstrated that the coaching was more than paying for itself within the first few months of an employee’s lifecycle.

The third and final aspect is that those recruited stayed and have significantly improved their role in the organization, many of them taking up Board roles in the main company or subsidiaries.

