



## Talent Retention

### Coaching Objective

The objective was to re-energise a senior manager who had been in the organisation 15 years and to help him reconnect with the company.

### Coaching Process

Peter had been a longstanding and successful manager within the organisation. He had operated both in the US and Europe and had generally made good progress through career. However, he had become increasingly frustrated with the organisation and was unsure what to do next.

He and his coach decided to focus on his motivators and drivers and to identify what had made him successful to date and why at the moment he had lost some momentum. What became apparent, via the coaching process, was that he had been highly successful in following the procedures and processes of the organisation and was, in essence, a key implementer.

However, he had become increasingly frustrated with the organisation and the fact that his more creative, entrepreneurial style was being constrained. With his coach, he worked on key areas such as influence, stakeholder management, identifying creative opportunities, building alliances across continents and with other parts of the organization

He also had a number of conversations with his boss around “what next.” As he grew his confidence, the plan he agreed with his coach, began to unfold and additional pieces came into play. The coaching enabled him to look at things in a broader context and to identify a number of options and ideas.

### Coaching Outcomes

The result was Peter identified an opportunity (a bit left field) to take on a new senior role in the leading the e-commerce function.

The process of moving from sales to e-commerce completely re-invigorated him. He felt more valued and was able to take up a completely new and more creative range of activities. All of which were closely linked to his previous background in sales but allowed him to develop his interest in creative new ways to market. Two years on he has become recognized globally as an expert in his field.

