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 decisionmaking. 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.

Results

- **97%** of participants said they changed due to the experience
- **98%** participants said they would recommend the experience
- **34%** increase in efficiency
- **24%** increase in quality
- **16%** increase in leadership talent retention

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

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

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