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Executive Coaching Case Study: Personal growth to domino business growth with operations role transitioning to CEO.

Industry: Health sector, private practice, mid-sized business across two sites in one state growing across multiple sites and states.

Background

The CE had organically grown with the role as the family business expanded from a small practice to multiple sites and states. With growth came complexity and this prompted them to source an executive coach to continue the growth of the business.

The Solution

Coaching began with a 12-month contract, anchoring to objectives linked to leadership growth. The objective was set across two to three chemistry meetings that invited the coachee to consider existing challenges, opportunities and what would be different if the coaching was successful. The coaching sessions took place every month over an hour session where the Operations Manager was challenged to explore their values and purpose and question limiting thoughts and beliefs. The success of the first 12 months saw the coaching extend for a further 12 months, and then again a further 12 months, where coaching conversations quickly transitioned from personal leadership growth to leading business growth.

The coaching included emotional intelligence, strengths and resilience assessments along the way, and regular contracting to ensure it was on track and delivering value. The operations role transitioned to the role of CEO and with this followed exponential business growth and an industry leading business that forged pathways into multiple states.

The Results

The business grew threefold during the coaching period, and the CEO is now also coaching others in the sector, courageously and vigorously pursuing their heart and dreams to be a leader Australia wide. Additionally, using our PQfactor culture tool, to measure engagement and culture, the leadership team grew and the business consistently delivered aggregated results in the high performance zone across all sites during the coaching period, with NPS and CSAT scores also in the highest in their sector, and their commerciality soaring.

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Coaching reshaped my perception of myself as a leader. I found clarity in chaos, courage in self-doubt, and a vision beyond what I thought was possible. I discovered the foundation of success is self-belief, great leadership is about intentionality and growth begins with asking better questions. I was challenged to look deeper and take responsibility for choices and build a foundation for the leader I strive to be every day. The coaching continues to guide me, and for that, I'm endlessly grateful.

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