

# **From low impact to energised leadership.**

## **Client's situation:**

Despite a proven track record for turning around ailing sales organisations the client hadn't made an impact after several months in a senior appointment. Business results were starting to cause concern.

His coaching objectives were to:

- Develop his leadership style so that he had a strong positive influence.
- Notice behavioural issues sooner and address them effectively.
- Challenge successful sales consultants to maximise their potential.
- Increase his energy levels when working with groups.

## **The coaching approach:**

We worked together to:

- Develop a realistic view of his situation.
- Thoroughly explore his background to appreciate what motivated him.
- Unlearn old management lessons and find the energy levels necessary for his current situation.
- Explore his natural responses to negative sales situations and replace them with positive leadership actions.
- Support and challenge his approach to performance management issues.
- Prepare for important opportunities to make a leadership impact.
- Include a high energy presentation skills course, in his development programme.

## **Benefits to the client:**

- Business results improved and remained consistently near the top of the table.
- He was recognised, through feedback, for managing a good sales unit.
- A ‘road to Damascus moment,’ when he realised what his leadership responsibilities were.
- Appreciating the value of preparing for every opportunity to provide motivational impact.
- Understanding his own energy flows and embedding habits to maximise his effectiveness.
- Developing an authentic approach for grasping performance management ‘nettles.’
- He improved the performance of his executive team by finding creative ways to keep them fully engaged during meetings.

## **Quotes:**

‘Tim helped me identify the key issues and underlying reasons that were reducing my effectiveness in the role. He put his finger right on the things I struggled to see.’

‘I’m better equipped to lead and motivate because I clearly understand how my actions influence my people.’

‘I have already had feedback from both direct reports and senior managers that my changed approach has enhanced the motivation and effectiveness of the team.’

**Contact Tim Luke on Mobile: +44(0)7968 077203 or email:**  
[tim@timlukeconsulting.com](mailto:tim@timlukeconsulting.com)

