

From overworked specialist to a strategic sales management role.

Client's situation:

As a highly regarded technical expert and lead presenter for high value sales, my client was becoming a victim of her own success.

- Taking on additional responsibility when she was already overstretched.
- 'The phone never stops ringing.'
- In constant demand to lead commercially vital sales presentations.
- Wondering about work life balance and where her career was going
- *Part way through our initial coaching contract her manager moved on and she was offered a strategic sales management role. This required her to let go of some of her technical role and become more influential amongst a group of top male managers.*

Coaching approach:

We worked collaboratively to:

- Explore personal values to understand her drivers and need for fresh professional challenges.
- Explore her preferences for specialist roles and highly capable senior managers.
- Use MBTI to appreciate her tendencies to:
 - Avoid conflict
 - Work spontaneously despite a reputation for being highly organised.
- Positively reinforce strengths, an approach that had helped her succeed throughout life, and balanced this by challenging avoidance tactics.
- Switch from coaching to a training consultancy role, during one session, to help with a training initiative she was leading.
- *Challenged and supported her in moments of excitement and self doubt as she left her comfort zone and made the transition to a senior strategic role.*

Benefits to the client:

- She gained confidence in her ability to be direct with people.
- She reduced the amount of time and emotional energy previously spent avoiding conflict.
- Developed strategies for building her understanding of key individuals and through that, appreciate how to influence them more effectively.
- She reduced her incoming calls by 35% by recognising that she had been encouraging people to depend on her. She developed her own strategies for encouraging callers to take appropriate responsibility themselves.
- Found more time by improving her prioritisation, organisation and used technical experts to synchronise her office systems.

Quotes:

‘I’m thinking much bigger picture than I did before and constantly question whether what I’m doing is correct for my role. If it isn’t, I delegate immediately. Tim’s techniques have helped me hugely in this regard.’

‘I tend to get too emotional about issues and Tim helps me turn this emotion into logic. This in turn means that I feel less personally frustrated and more effective in the workplace.’

‘One session was spent on ensuring I was delivering the best I could from the massive resource the office put into a training initiative. Tim’s work with me on this subject was excellent and I truly believe the outcome of this particular session made all the difference to the quality of what was delivered.’

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