

SOULZATWORK – FIND YOUR WAY

High Tech Case Study

Client Sector: High tech

Company Profile: Canadian company — a division of a global company

Industry: High tech healthcare

Geography: Southwestern Ontario

Focus: Working with senior leaders coaching one-on-one leadership coaching and team coaching with three intact work teams in communications, marketing and sales

Overview of the Impact of the Team Development

Soulzatwork has been working with this company's leaders and teams for the past five years. We have provided leadership coaching to senior executives and team leaders, and we have provided ongoing learning and development and coaching for three intact work teams. The organization continues to undergo tremendous growth and have indicated that the coaching has provided them with insights, stability, and the capacity to be resilient and successful in order to navigate growth and change well.

Situation, Challenge, Business Drivers

1. In addition to focusing on product marketing, international marketing, communications and launches, leaders and teams need to focus on non-product marketing
2. Significant business growth over the last four years
3. New leadership requirements – building new divisions, hiring new talent into leadership, and growing new leaders

Our Approach

Soulzatwork started working with this organization in 2003, when we initiated a women's leadership

development program for seven women in the marketing communications team. This spawned the continuation of one-on-one coaching for the team members. In the three years that followed, this team continued the team development process that focused on the team developing as one cohesive system. During this time, five of the seven members of the team were promoted. Following the work with this team, we worked with the global marketing team and the international marketing team, and members of the Canadian sales team. We continue to work in partnership with this organization as it has undergone further growth in 2009.

Methodology

1. Soulzatwork Leadership for Women
2. One-on-one leadership coaching
3. Quarterly one-day team development workshops
4. Regular team coaching teleconferences
5. Team Diagnostic, an online team assessment to benchmark productivity and positivity
6. Two-day off-site sessions to focus on team development and strategic focus for the team
7. Ongoing leadership coaching and team coaching workshops and check-in sessions

Results

1. Leaders and teams have clarified what is required to move this organization to its next level of capacity for growth
2. Creation of shared performance goals for the team
3. Alignment with their strategic plan
4. Functioning more strategically
5. Clearly understand how to leverage the natural strengths of the team
6. Much improved ability to handle conflict