



Case Study:
Senior Executive Coaching &
Mentoring.



How coaching & mentoring supported
change & performance



The Client

Large manufacturing company (APJ region). Due to the confidential nature of our coaching engagements, we do not name our clients in case studies.

The Challenge

This client organisation was going through significant change. The nature of their products, product marketing, and selling model was changing dramatically due to changes in technology, new overseas ownership, and increasing global competition.

This required their sales and marketing management team to drive significant upskilling and organisational change, particularly around driving a stronger performance culture – one that would deliver consistent growth and sales.

The Solution

The client engaged Validity Group to deliver a high-level senior coaching & mentoring program throughout Australia and New Zealand, with the objective to build a strong sales culture and system of engagement to help support their managers.

Early benefits needed to be established in the minds of the participants to fully gain their trust.

As part of scoping this program, Validity conducted a range of interviews with key stakeholders from across the business. The outcomes from these interviews ensured that the delivery was structured specifically for the organisation's needs, and that a base point for commencement was identified and agreed upon.

From this point, future measurements would be drawn allowing for a degree of accuracy around improvements delivered.

Each participant and coach met informally in advance to ensure they could work together. Aligning the right coach to each individual to build trust and rapport is one of the key components to the success of any of our coaching programs.

The program was initiated in an environment of high uncertainty and initial resistance. Having just survived an M&A with new owners, the introduction of an external team was challenging for those involved.

The Results

Throughout this period of change, the deliverables were measured in sales outcomes and stabilisation of the workforce.



Validity was able to deliver on early wins and gained the support and full participation of the individuals involved. The difference in the behaviours exhibited was commented and applauded by the CEO, and the sales results similarly reflected the work being undertaken.

This was a period of significant change for the organisation and the risk of failure was high. Therefore, the appointment of an external, politically neutral provider such as Validity was paramount to the success.

Participants in this delivery were exceedingly well versed within their industry and could draw upon many years of experience and success. However, the degree of rapid change in both the organisation and the market was exceedingly new and highly challenging.

The external experience and expertise that Validity was able to provide to the participants and the organisation overall supported, directed and encouraged the changes required.

The business continued to face change but was able to draw from the range of learned skills and, when necessary, the support of Validity.

For more information, contact us at Validity Group today:

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