



*Case Study:*

# Executive Women Strategic Development Coaching.



How strategic development coaching for Executive Women grew a business



## The Client

Due to the confidential nature of our coaching engagements, we do not name our clients in case studies.

## The Challenge

This client was looking to find a partner who could specialise in coaching their second-tier managers to be ready for Director/VP appointments as part of a dedicated succession planning, employee investment, retainment, and readiness model.

Key areas of focus were around:

- Cultural and behaviour awareness.
- Strategic business growth (transitioning from operations excellence to balancing strategic and operational leadership).
- Executive resilience, communication, and presentation skills.

The company's working culture was very competitive, and they were looking to help women excel and succeed in what could be perceived to be a challenging, aggressive, male dominated environment.

## The Solution

Validity Group was easily and readily able to provide its client with coaches with extraordinary business skills, knowledge, and experience. The nature of a delivery such as this required that the privacy and confidentiality for each individual was protected, whilst still delivering a robust reporting structure to the client company.

Validity provided a team of both male and female business coaches, as requested by the individuals being coached. As could be expected in deliveries such as this, there were high degrees of mentoring involved.

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.

No company is interested in supporting any coaching program where results and outcomes cannot be measured. Similarly, companies need programs that can produce outcomes in the short term.

Validity will only involve itself in deliveries where measurements are a key part of the delivery. Friendly chats are just that, for friends. Businesses need to have metrics and outcomes.



## The Results

This program generated high degrees of confidence and validation, from all parties involved, that the growth of all nominated individuals was achieved.

The outcomes from this engagement delivered for the participants the level and depth of support that they required. They have been able to make that successful transition into their new roles armed with some new learnings, tools, perceptions, and observations.

The client company was very focused on the success of this program and the support of these executives. They reported that a successful transition was moving ahead on target.

We revisited this client at a later date to once again ensure that the behavioural change had been able to deliver as an ongoing process. The client remains very positive about the program and the outcomes.

This was a program specifically developed for career development and advancement of a specific group of individuals working in such a male dominated environment.

The position of both the client company and Validity was that the participants should not, and need not, “behave” like their male colleagues. They added significant value and depth to the organisation based upon their skills and knowledge. Their real challenge lay in the change of the organisation and their engagement with their new peer group.

Programs such as this are always very carefully constructed. Similarly, the delivery team that we assemble is chosen with infinite care.

The client was extremely pleased with the outcomes.

**For more information, contact us at Validity Group today:**

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