

Case Study: Business Coaching

PROJECT BACKGROUND

The Vice President of Global Brand, Marketing and Communications engaged Cella to provide her direct report, the Director of Account Management and Operations, with one-on-one leadership development to support the director's professional growth as a leader within the Creative Services team, as well as within the larger organization.

PROJECT SCOPE

Across a six-month period Cella's Business Coach meet with the individual on a twice monthly basis. The Business Coach created a peer-to-peer environment in which she provided guidance and feedback in the form of best practices and advice to enhance the individual's:

- communication skills,
- strategic leadership,
- executive presence and etiquette, and
- confidence and presence amongst her peers.

PROJECT OUTCOME

The Business Coach's approach to the sessions enabled the individual to validate improvement opportunities and determine the appropriate path for growth, which instilled self-awareness and directly impacted development. Following the six-month coaching period, the individual was viewed by her direct manager as performing at a more senior level and having a greater strategic contribution to the team. In addition, the individual enjoyed a higher level of job satisfaction due in part to the investment and interest in her professional development by her manager.

department at-a-glance

company profile

fortune 100
insurance company

department size

30-50

funding model

chargeback

department capabilities

- writing & editing
- print design
- production design
- multimedia design
- video production
- account management
- project management

project & time tracking system

workamajig

Optimizing the Business Side of Creative