



## Executive Coaching Case Study



## The Background

Alexander is a senior C-suite executive working for a New York City-based professional services firm. Within his role, he takes responsibility for the firm's client service offerings, reports directly to the CEO, and works closely with five other C-suite officers.

We followed the **GUIDE** coaching process to help Alexander reach his goals.

# G

Goal  
Setting

# U

Understanding  
You

# I

Implementing  
Change

# D

Developing  
Habits

# E

Evolving  
your Identity

## Goals

Alexander chose to work with Helen after having rejected three other coaching firms. We began our process by holding various interviews with stakeholders, colleagues, and direct reports. These interviews helped us work together and establish a clear set of **goals** for Alexander, the first step (Step G) in our **GUIDE** model. His goals included:

- Collaborating better with his team
- Working on his communication style
- Increasing self-awareness





# Our Approach

At the start of coaching, Alexander identified potential coaching goals. These goals were solidified upon completion of the second step which is (Step U: UNDERSTANDING), in our **GUIDE** model. During this step, Alexander's coach, Helen, conducted a thorough 360-degree assessment as well as a Hogan Leadership Assessment. This was followed by a deep dive session to share her findings with him. This session allowed Alexander to understand his values, strengths, and areas in need of development.

Alexander quickly understood that while he was clearly a mission-driven person who cared deeply about his organization, his communication style led others to feel that he was lacking the ability to collaborate. He needed to work on his ability to listen, consider other people's perspectives, and become more self-aware. We created a **development** plan that we shared with the CEO to ensure the direction we were taking was not only beneficial to Alexander but would also increase ROI for the firm. We dove into the coaching work which lasted six months, this included bi-weekly in-person meetings and occasional assignments to help improve his emotional intelligence.



## Impact

Alexander needed to **evolve** his image and improve on driving initiatives in the workplace. He had to learn to actively listen and to identify what motivates and drives others. While our coaching was done on a professional basis, we also looked holistically at Alexander to understand his stressors that affected his behavior in the workplace. Alexander was able to **implement** an array of new skills to his work (Step I: Implementation). He increased his self-awareness and we worked together on **developing** good habits such as anticipating moments of frustration to avoid certain negative reactions, should they arise (Step D: Developing Habits).

From a high-level perspective, company meetings became more productive and positive for the entire staff. Alexander became an active listener (Step E: Evolving his identity), who was able to bring cohesiveness to projects and help them move forward. The organization became more efficient overall and his relationship with the CEO improved significantly.







LET'S GET IN TOUCH



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