

“Do what I love”

Client Profile

Category:	Executive Coaching
Industry:	Fast Moving Consumer Goods (FMCG) Manufacturing
Age of business at start:	50+ years
Stage of lifecycle:	Maturity
Assignment length:	5 years+
Enterprise summary:	Successful Global FMCG Brand

We worked with this senior executive as part of a programme coaching a whole division of this large FMCG company. The director of the division asked us to work with the manager as he had noticed a drop in performance and was becoming concerned.

The business had targeted the executive for career progression but he was lacking motivation and was starting to resent the company and his job. Losing perspective on his overall purpose, he was finding fault with his staff and was growing increasingly unhappy.

We started by helping the executive to remember what his main motivation was at work: he was happiest when simply making a contribution to the business. Through years of being in the company and following increasing pressure on key performance indicators and budgets, he had lost sight of this and was growing more and more frustrated in his job.

Once he was able to focus again on his primary motivation he was able to appreciate the contribution he had made and could still make if he took a more senior role. His motivation returned.

Happy with the increased motivation the company offered the executive a choice of two more senior roles. Having clarified his motivation, the executive found it easy to choose: he selected the role that enabled him to make the biggest contribution.

To help him in his new position, we then worked with the executive to improve his communication, presentation, leadership, resource management and people management. He took his promotion successfully and still enjoys his job.

Key Learning: Remember why you do what you do.

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