

CATHY NORRIS | SENSATIONAL LEADERSHIP

CASE STUDY: INSURANCE COMPANY (2014)

OVERVIEW

Results-driven team building and executive coaching through a period of unexpected transition in leadership.

This insurance company team desired to continue performing at a high level, while improving their effectiveness and team dynamics. The team was happy and working well, but its leader wished to invest in her people in order to continue creating success.

Shortly after the six-month process began, an impending reorganization threw the team off balance. Through executive leadership coaching, the team leader was able not only to guide her group through this transition, but actually improved sales across the board, creating unprecedented achievements and the best sales year of the executive's career. Meanwhile, team dynamics improved significantly.

OBJECTIVES

- ▶ Improving effectiveness and results of an already successful and high-functioning sales team
- ▶ Excellence in meeting goals and objectives
- ▶ Increasing sales
- ▶ Executive coaching for accountability in achieving balance between her roles as business leader, team manager, and new mother
- ▶ Streamlining team dynamics and communication
- ▶ Build upon previous leadership training to create more lasting positive effects

RESULTS

- ▶ 10% increase in sales & unprecedented goal achievement compared to the two previous years
 - ▶ Team communication improved by a reported 60%
 - ▶ Best sales year ever for the executive team leader
 - ▶ All stated objectives for this process were met with measurable improvement
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"After Cathy's emotional intelligence (EI) training with my team, they're working together to meet their goals and have increased their productivity as never before, including their team quarterly bonuses. It has really broken down some barriers in my office, as they share and communicate more. Cathy's ongoing leadership coaching helped me stay clear on my goals and keep my team accountable in their EI awareness and growth."

- Executive Team Leader

METHOD

A day-long Emotional Intelligence training session for the team brought communications issues to light, and allowed team members to share elements of their company culture that could be improved.

Each team member completed an Emotional Intelligence survey, then set personal goals for his or her own improvement.

Six months of executive coaching began by setting goals for individual and team development. This process quickly came to focus with the upcoming and unexpected reorganization. The impending transition created some new conflicts within the team, as one team member would now be acting as a leader. Through coaching, the executive leader was able to create a clear pathway toward communication without conflict, by challenging team members to share their values and needs, and become more accountable to their goals.

At the end of the six-month period and again several months later, this team was reporting improvements across the board, in individual satisfaction as well as in sales.

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**HELPING TECHNOLOGY,
SALES, & EXECUTIVE TEAMS
IMPROVE CONFLICT
MANAGEMENT & LEADERSHIP
SKILLS BY UP TO 40%.**

- Break down silos to boost your team's collaboration and performance
- Get everyone on the same page. with the same plan, to increase your team's profits

**CUSTOMIZED SOLUTIONS THAT
CREATE REAL, LASTING
RESULTS FOR YOUR TEAM AND
FOR YOUR ORGANIZATION.**