

Context

BT Wholesale engaged lifetimeswork in 2003 to coach senior leaders within the organization on their standard leadership behaviours. These has been recently introduced and they highlighted the dependencies on core values, plus the skills of strategic thinking and on leading others.

Coaching clients came from an engineering background, had several hundred staff, and faced massive pressure to deliver, deliver, deliver. Team performance was crucial to this delivery.

Coaching Approach

Coaching contracts were set up with each coaching client, and lasted between 6 months to 2 years. Result orientation was key to coaching, so a journey from understanding self – understanding others-change practice was adopted. Areas worked on included assertiveness, team performance, and strategic influencing.

What the Client Said

In terms of the value of coaching I would say the multiplier is at least 5-10 times, as it wasn't just about me or for my personal benefit. There are 5 or 6 models that I use with my peer group and my own direct team to transform their thinking. This approach means that I am leveraging an additive value of the coaching across my organisation.

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