



# The Professional Woman's Coach

## **Testimonial 3**

**Helen, Head of Consulting, Marketing executive, London, responsible for reader offers on three different magazine titles.**

### **The Challenge**

Helen was promoted in April 2005 and was failing to meet the new challenging business targets and couldn't see anyway to improve and step up to the mark. As a native of New Zealand Helen was trying to settle into a new country as well as trying to perform in a key position in a company she really wanted to work for and progress in.

In August 2005 she approached Moira Bailey Associates believing that if she didn't improve her performance at work she would be fired which would have been disastrous from a career point of view and would have severely dented her personal confidence and feeling of self worth.

### **The Solution**

Our first step was to identify what was holding Helen back – she has been a high achiever in previous jobs and was recognised for her performance with secondment opportunities, promotions if not annually as well as being head hunted and yet seemed not to be demonstrating the same level of performance or her energy and outgoing personality. During our first coaching session we explored and uncovered barriers that were preventing Helen from performing in the way she knew she could.

One of the barriers was taking ownership of the circumstances in which she found herself. We started to address these issues immediately with some hands on mentoring support.

The first challenge was to help Helen to take back control of her day to day work tasks – by working together through her new role and identifying the responsibilities of it as well as organising her desk and supporting her with time management techniques and tools. By organising her desk, filing cabinet content and diary using simple systems in Outlook Helen was able to get her work tasks back into perspective and prioritise tasks far more effectively.

In a mentoring role Moira Bailey attended a business exhibition with Helen. By observing Helen in a business environment with potential suppliers and business partners Moira was able to provide feedback to highlight what Helen was already doing well – essential for someone who had started to lose confidence in her own considerable abilities – and suggest ideas and approaches she might try.

*All coaching assignments are undertaken on a strictly private and confidential basis.  
The client referred to in this case study has given their full approval  
and is willing to provide a personal recommendation if required.*

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Our regular monthly telephone and face to face coaching sessions helped to keep Helen focused on the objectives that she had set herself and offer support and encouragement along the way.

For Helen the process of coaching set her on the road to taking responsibility back for her life and her career.

### **The Results**

Within days of attending the business exhibition Helen presented her findings at a team meeting. She had returned with solid leads for colleagues and they were impressed, immediately noticing the change of attitude and approach.

Within 4 months, as a result of improved time management and an overall improvement in her performance Helen was given the responsibility of a new company project to increase revenue. She was given a company award in recognition of the success of this project and was able to take a four week break to travel with the best wishes of her Director who said: "Have a great time – you deserve it.

Since coaching finished in March Helen has continued to perform – her strategic plan, normally something she dreaded working on, was delivered on time and described by her managers as 'exciting and innovative and the best piece of work that she has produced in her time with the company'.

"If you had told me in August 2005 that I could not only turn around this situation but grow stronger, more confident and love my role and want to develop further in it, I wouldn't have believed you...but its true, I have a great job and work with some fantastic brands and people and can now see clearly the parameters or barriers that I can either allow to restrict and limit myself or I can grow beyond. I choose to grow beyond and keep learning every day... thanks Moira!"

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