
CASE STUDY 2

CLIENT
GLOBAL
MEDIA TV
PRODUCTION
COMPANY

PROGRAMME
AN INTRODUCTION
TO COACHING FOR
CREATIVE STAFF -
SERIES OF
'COACHING DAYS'

OVERVIEW

The Alliance introduced coaching for the senior executives in a global media TV production company, including several individual coaching assignments involving four Alliance Coaches.

The Alliance also put in place an innovative series of Coaching Days designed to provide the creative staff with an initial coaching experience and to 'jump start' their new creative endeavours. This enabled a wide impact of coaching while containing the level of financial investment by the organisation.

CONTEXT

The organisation is one of the largest international creators and producers of entertainment brands in the world, with leading prime-time drama, serial drama, entertainment and factual entertainment programming in over 40 territories.

COACHING ISSUES

- Transition to new roles
 - Revitalising creative endeavour
 - Managing pressures of increasingly challenging economic environment
 - Managing and leading organisational change
 - Managing challenging relationships
 - Implementing new systems
 - Developing growth strategies
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4 ALLIANCE COACHES

RESULTS

- Introduction of monthly Coaching Days with high participation rates and excellent feedback
- Coaching Taster sessions included for last three years in Conference for global creatives
- Great clarity in navigating new roles
- Effective implementation of organisational change

CLIENT FEEDBACK

'I found the coaching experience both challenging and rewarding in terms of challenging how I see the world / a situation and rewarding in terms of what I have learned about me and I suppose realising that I do have potential. I think your style in the sessions has been spot on, directive when needed, challenging, reflective and I wanted to say a big thank you as you journeyed through with me one of the most turbulent leadership changes I have experienced.'