

Coaching Intervention and Team Building Case Studies

CASE STUDY ONE:

Situation:

A \$60 million medical products division of a global leader in medical diagnostic imaging and patient monitoring systems is failing to get new products to its market on time. Consequently, it is losing \$13 million a year in revenue.

Transpective is engaged to work with the vice president and general manager of the division to assess the problems and provide a strategy to turn the division around and restore it to profitability.

Challenge:

Identify ineffective management and leadership practices and replace them with new ones that bring the vision, direction, team dynamics and discipline needed to get projects completed on time.

Plan of Engagement:

We begin by building a team that agrees to work toward the following objectives:

- More effective communication
- Accountability
- Trust
- Conflict resolution
- Accomplishments measured by results, not activities

Through a series of private coaching sessions with the general manager, we are able to guide and direct him in transforming his team in new ways to do business to achieve dramatically better results.

The transformation occurs when the team realizes that saying “yes” to everything is a destructive practice. By limiting their commitments to what is actually doable, they are now able to get products developed and out the door, with increased customer satisfaction and profitability.

Engagement Outcomes:

We were successful in meeting all of the objectives included in the Plan of Engagement, resulting in better communication and workability among the team, a more efficient process that saves both time and costs, increased client satisfaction and a products division that is again profitable, realized in little more than two years after facing \$13 million annual losses.