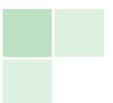




Business DNA Case Studies:

Coaching



THE CHALLENGE

With so many conflicting voices and experts offering opinions today it's hard for Owners/Managers to find the right pathway. Using a coach/mentor for a variety of professional and personal development reasons can help to establish a more effective work-life balance, improve working relationships, and deal with a specific challenge or to provide a steer in terms of enhancing the individuals level of performance or ability to manage daily challenges.



THE PROBLEM

Having grown the business rapidly over the previous 3 years the business owner (client) found themselves bombarded with too many voices sharing too many opinions all believing they had the right answer to whatever was being discussed. The business was going well, but the client knew he needed help to steer the organization through difficult trading periods, help him to understand how to cope with all the voices and to plan the company's ongoing development. Running the business was all-consuming, so he rarely got a chance to step back and identify improvements. His day was determined by who first captured his 'ear' or an urgent situation rather than the important strategic planning issues.

THE BUSINESS DNA SOLUTION

The client engaged the services of the DNA Behavior Group who used the DNA Behavior Discovery & Performance process to identify a business coach best suited to the behavioral, working and communication style of the client. Knowing that a coach can easily mean the difference between success and failure they knew the importance of assigning the right fit so that trust could be built quickly.

Together they set out the challenges being faced in order to gain a greater level of clarity and to be able to understand each other's patterns of thinking, behavior, communication and approach to business. This allowed the DNA Behavior coach to begin to see new possibilities in terms of how the client could approach his business and managers and through the outcomes revealed in the DNA Behavior Discovery & Performance process was able to get his client to open up by asking questions that directed his attention to specific areas needing to be addressed and resolved. Breaking down the issues in this way helped to build confidence for the client in this approach to the coaching process.

IMPLEMENTATION AND STRATEGY

The client identified key managers to undergo DNA Behavior Discovery & Performance process. The outcomes were used to help the client understand how best to communicate with his managers. It also identified key inherent talents some of which were not being used – for example: one of the managers was an outstanding analyst; another skilled communicator. The Coach helped the client to see how these skills could be used to help him build strategies and communicate them into the business by using the managers' previously unknown skills. The DNA process insight further enabled the Coach was able to:

- Get the client to open up by asking questions that directed his attention to specific areas needing to be addressed.
- Help him to gain a fresh perspective, enhance his thinking and decision-making and to significantly improve his overall confidence.
- Obtain 'buy in' from the client and managers to reach a shared understanding of how to grow the business.

OUTCOME

The DNA Behavior Coach continues to work with the client. The role has been widened to that of a mentor as the client grows in confidence and gains a deeper understanding of how to manage a flourishing business. The managers saw considerable improvement in the way in which they worked both with each other and with the business owner and introduced the DNA Behavior Discovery & Performance process into each of their teams in order to improve employee performance, customer engagement and communication.