



Executive Coaching Case Study: Patrick Crease

10th January 2014

A. Addressing your Challenges:

1. What were 3 frustrations that you faced?

1. Poor time management
2. Dealing with the corporate environment
3. How to come across as more influential

2. Give me an example of a frustration:

Time management - Not enough time in the day. People were throwing lots of things my way and I didn't know how to prioritise those. I knew this was what people expected of me, I just didn't know how to deal with it.

3. What else did you try before using MBM Executive Coaching?

- Project Management courses.
- Asking colleagues for advice.

4. What was the aha moment that you had which resulted in executive coaching?

In meetings with senior people and I knew what I wanted to say but didn't know to get it across to them. Not coming across in the most influential way was a huge frustration for me and I was willing to 'open up' to outside help.

B. The Solution:

5. What are the top 3 features you liked about MBM Executive Coaching?

1. Made me feel comfortable and able to open up.
2. Not dictating to me, but pulling the answers from me, which made me consider them more.
3. What I have learnt I have been able to apply and see the benefit for myself and my colleagues.

6. Give me an example of a problem that has now been solved through MBM Executive Coaching:

I was very much a poor people manager with low skills. I wanted them to do what I was doing, but didn't know how to get them to do it. For example - Creating samples for supermarkets - Previously was very frustrating with varying results. Now I can coach him to get what I want and to a level where we are both very happy with the result.

This has given me the skills to get the most out of the people that work for me and I have been able to feed into them what I have learnt and they have grown as a result. Productivity through the team has improved.

7. Describe MBM Executive coaching:

Meet with Darren, we sit-down, He seeks to understand what I want from him and we work out what I really want to get from the session and we go through everything I want to get from the session and Darren provides an insightful piece of knowledge that helps me understand where I have been going wrong and how I can apply it, in all aspects of life.

Applicable. Meaningful. Works.

Very relaxed. Very informative. You appreciate why you do what you do. He coaches out of you the best results - 'Proper coaching'. Stuff you can really apply to the real world and shows how you can really improve and how it can help you. This things can be learning for learnings sake, this is not. Gives you clarity on what you are doing, why you do them and the decisions you make. And 'fish can't climb stairs'

C. Showing Results:

8. What specific problems did the problems did the MBM Category Planning address?

- Thought leadership.
- Shopper understanding.
- Changed the way we work as a business to be more shopper led. Tony describes being at a manager's conference and lining-up everyone from field to eater, and then said here are the most important people – 5 Shopper profiles. They now sit on the board.

9. Why would you recommend MBM Executive coaching?

It's helped me massively in my development. Results and comments speak for themselves. I feel a lot more comfortable in all manner of situations. And a lot frustrated..

10. Who should use MBM Executive coaching?

Anyone who has any frustrations. Those who want to be helped. And those that are ambitious that want to help themselves. You've got to want to do it and those that don't mind being challenged and pushed.

11. How would you describe a financial benefit of MBM Executive coaching?

Productivity for a business. From effectiveness of staff. Their own time management. How the staff can benefit from working with other staff, clients, suppliers. All-in all a much more rounded individual. The MD gets more from me, more from my team, relationships with customers improves. Getting rid of the frustrations gives me a more positive outlook, which enables the business to get more from me.

I was able to relate to a supermarket much better because I can communicate much more effectively with different types of people at the supermarket, which has led to increased listing. The way I now talk with the customer means that they call me more often because they resonate with me, feel that I am much more positive, and want to work with me.

(Captured at a MBM 121 Coaching session on DAS' Mac at Sticky Learning House on 10-01-14)

*Do you wish to increase profits by **Negotiating better**? Get more done with **better Time Management**? Identify better category opportunities with more **effective Category Management**? Found out how our **Executive Coaching** can help you.*