



Executive Coaching Case Study: Richard McGrath

17th May 2016

A. Addressing your Challenges:

1. What were 3 frustrations that you faced?

1. Very Little Negotiation skills
2. Lack of Confidence in meetings
3. Time management issues

2. Give me an example of a frustration:

Putting off Important tasks because I don't know where to start, then feeling overwhelmed and rushing the job.

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

Learning from experience and from colleagues.

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

This coaching course was recommended by my line manager, who could see my potential and knew I needed the push.

B. The Solution:

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

1. The HDBI brain dominance tool. They use it to find out the way I like to learn and adjust their teaching style accordingly.
2. Using that tool to look at myself and other people and how best to interact with them is the most positive way.
3. The 'stick learning' technique. It helped me remember what I had learned without feeling too repetitive.

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

Negotiating with supermarket buyers has changed completely for me. Some great results that I would never have achieved before.

7. Describe MBM Executive coaching:

Right from the start, they get to know you and what you want to get out of each session and ultimately, what you want to achieve from the whole course. They focus on the issues you face in your actual job, not just teaching things you would never use. They push you when needed and encourage when it's deserved.

C. Showing Results:

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

Time Management - Focusing on the right tasks/projects at the right time and not putting off important things just because they feel difficult or would make you feel uncomfortable. I have learnt skills to deal with this and have seen results straight away.

9. Why would you recommend MBM Executive coaching?

Even with over 20 years of experience in my industry, I realise now that I wasn't using my skills, knowledge and time to the best of my abilities. MBM has got me to focus on what really matters and to do the job I'm paid to do.

10. Who should use MBM Executive coaching?

Anyone who feels overwhelmed and feels like they don't have enough time in the day. To anyone that lacks focus or confidence in their work.

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

The way I use my time has improved immensely, so has my rate of productivity.

I feel more confident delegating tasks and seeing jobs through to the end.

Relationships with supermarket buyers has improved, resulting in more sales, higher returns and positive future projects.

*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.*