

CASE STUDY

Strengthening Leadership and Team Performance after a time of uncertainty

Client: Leeann, CEO of a charity

Focus: Coaching support

Setting: On-going coaching sessions

The Challenge

When Leeann stepped into the role of CEO, the charity she now leads was emerging from a difficult chapter. The organisation had experienced a period of unstable leadership, leading to unclear expectations, team fatigue, and a loss of shared direction.



The Approach

From the outset, our coaching sessions focused on strengthening Leeann's leadership confidence and her capacity to guide the team through change. Through a combination of reflective conversations, goal-setting, and practical tools, we worked together to:

- Step back from firefighting and refocus on long-term vision
- Identify cultural and structural barriers within the team
- Build Leeann's confidence to lead with clarity and consistency
- Explore team dynamics and develop strategies to improve communication and trust
- Set priorities for rebuilding shared purpose and accountability

Each session provided space to think clearly and make intentional choices, with a strong focus on practical changes that would positively influence the team environment.

Outcomes and Impact

Over three months, Leeann grew into a more confident and strategic leader better able to guide her team, hold space for others and take action where needed. She introduced changes that brought greater structure, improved communication and a clearer sense of shared purpose across the charity. She described the experience as a "game-changer," saying it helped her to:

- Tackle team and leadership challenges with a fresh perspective
- Lead with more confidence, clarity and purpose
- Strengthen relationships and rebuild team morale
- Create stronger foundations for long-term organisational growth

These shifts had an immediate and lasting impact on both her confidence and the team's performance.

Client Feedback:

"Thanks to George's support, I've been able to step back, see the bigger picture and tackle issues with a fresh perspective. I feel so much more confident as a leader now and the changes I've made as a result of our sessions have already had a huge impact on the charity."

"George has a brilliant way of getting to the heart of the matter and encouraging meaningful conversations that leave you feeling clearer and more focused. I honestly can't recommend him highly enough - his insights and approach have been invaluable."

If you're leading through change and need space to think clearly, let's talk.

  07970 660517 • hello@plainthinking.co.uk • plainthinking.co.uk

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