

## CASE STUDY

### Leadership development in the financial sector



- Client:** Senior leader in Finance
- Focus:** Preparing & defining a new leadership role
- Setting:** Six outdoor sessions over three months

#### The Challenge

This client was stepping into a senior leadership role within a financial organisation, taking responsibility for leading a sizeable team when they had faced a period without someone in charge.

The division was not operating effectively. Systems, processes and ways of working were failing and there was pressure to deliver improvements quickly. At the same time, the client was highly conscious that real change needed to be sustainable. Its purpose was about creating a legacy that would continue to have a positive impact long after any individual leader moved on.

#### They faced several key challenges:

- Leading a large team, of this size, for the first time
- Managing complex organisational change
- Communicating a new vision, clearly and confidently
- Maintaining momentum for the team.

#### The Approach

We worked together across six coaching sessions over a two to three month period. Five of these sessions took place as outdoor walking coaching, away from the office environment.

#### Using outdoor coaching created space for:

- Clearer thinking and reflection
- Reduced pressure and cognitive overload
- More honest and open conversations
- A different pace to the usual high-intensity workplace.

#### Across the sessions, we focused on:

- Leadership identity and style
- Managing people and organisational change
- Confidence in senior decision making
- Preparing and refining a key leadership communication to their team
- Developing a long-term vision for how the team could operate under their leadership.

#### The Impact

One of the most noticeable changes was in pace and presence. At the start of the process, the client arrived at sessions with very high energy, urgency and pressure. By the final session, their energy was calmer, more reflective and more focused on one topic. They were thinking strategically rather than reactively.

#### Key outcomes included:

- Increased confidence in their leadership role
- Greater clarity around how to lead change sustainably
- Improved people management and communication
- A successful, well received leadership presentation
- A stronger sense of long-term direction and legacy.

This case reinforced an important principle of coaching. It is not about technical expertise in someone's job. It is about understanding people, behaviour, leadership and how individuals show up in complex systems.

Working outside, combining coaching with communication skills and leadership development, gave this client the space and support they needed to move forward in a meaningful and lasting way.

#### Client Feedback:

*"Over the course of two to three months, George provided exceptional support that made a tangible difference to my leadership journey. George is incredibly astute and demonstrated a remarkable ability to quickly understand the challenges and complexities I faced, despite not having worked in my industry before. His insight and adaptability meant that every conversation was relevant and impactful.*

*George was a reassuring guide during an extremely challenging storming period. I would highly recommend him to anyone seeking a leadership coach who combines empathy, insight and practical expertise to deliver real results."*

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

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