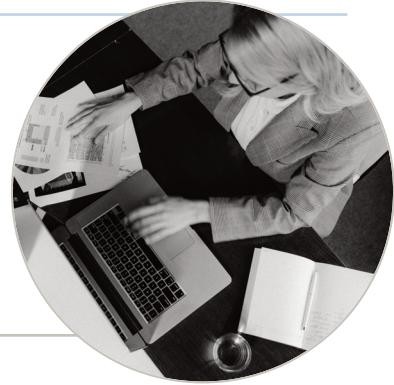


## CASE STUDY

### Personalised self-assessment and leadership strengths

- Client:** University Deputy Director with 20+ years experience
- Focus:** Reflect on the upcoming transition, gain clarity on leadership strengths and identify transferable skills beyond the education sector
- Setting:** Intensive three hour session



#### The Challenge

Alison approached Plain Thinking during a period of significant professional uncertainty. She was facing a departmental redundancy and wanted support.

Due to personal circumstances, Alison was unable to commit to a longer-term coaching arrangement, so we agreed to focus our work into a single, intensive, three-hour session.

#### The Approach

In preparation, I designed a bespoke leadership self-assessment tool tailored to Alison's context and goals. This framework explored seven key leadership domains:

- Leadership and management
- Strategic oversight and decision-making
- Stakeholder engagement
- Change management and transformation
- Problem solving and innovation
- Project management and execution
- Results and impact

Using this structure, I guided Alison through a series of reflective, evidence-based questions to surface strengths, identify blind spots and connect her experience to future opportunities. My approach was to balance support with challenge - helping Alison move beyond surface-level insights and into practical clarity.

#### The Impact

We identified what Alison wanted from the redundancy process, and explored career options both within, and beyond, higher education. A key breakthrough came when we identified that while she had a strong track record in project delivery and relational leadership, she had had limited exposure to cross-university strategic decision making - something she now saw as both a development opportunity and a growth edge.

We worked on how to frame this during interviews - not as a weakness, but as a readiness to grow into broader leadership. Alison left with a clearer understanding of how her people skills, emotional intelligence and problem-solving ability could apply in new contexts. Our session also strengthened her confidence and equipped her with language to articulate her value in a shifting job market.

#### Client Feedback:

Alison, University Deputy Director

*"George was an exceptional guide in exploring my career options. Through our session, I gained clarity on my strengths, passions and aspirations. George has such an individualised, personable approach. He's flexible, responsive and hugely supportive and encouraging. George took great care in preparing for our session and went over and above, before and after, to make sure we made most use of it. I highly recommend George to anyone seeking a thoughtful and effective careers or leadership coach who genuinely cares about their clients' success."*

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

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*Leading the way to success*