

Coaching to lead during challenging times...



Client need

A leading global FMCG snacking company was going through a large transformation, streamlining operations and rapid cost optimization. The company wanted to ensure that its key leaders felt emotionally supported to lead through difficult and changing times.



The solution...

The organization partnered with BTS on a multi-faceted intervention in order to support the company during critical times of change.



One-to-one virtual coaching:

- **Leadership team:** All Senior Leadership Team members were supported by 1:1 coaching plus an internal ambassador to remain connected to the wider business.
- **Leaders moving to new roles:** All received coaching support to help transition to their new expanded roles.



Leaders at their Best (LATB)

Curriculum: Virtual team coaching solution for key regional and category teams.



Creating LATB Ambassadors: Invited key stakeholders committed to the brand promise and the 'leading at their best' principles. These ambassadors helped to cascade and embed the coaching mindset throughout the organization.



Results

2000+ leaders received coaching, from the director level to the C-suite

99% of leaders would recommend the program

97% of leaders experienced meaningful change



Was very meaningful and elevated the way I lead my team through tough times



The coaching sessions helped me cope and develop during an extremely challenging time



Strategy made personal

Leaders at their Best (LATB):

Business Transformation Support

Activity	Who	What it is
Leadership Team Support 1:1 coaching	Regional executive support, LATB	4 x 1:1 coaching
Leader Transition Coaching	Leaders moving into new or expanded roles	6 x 1:1 Coaching sessions
LATB Team interventions	Regional, functional and category team	LATB support, team and 1:1 coaching
Other coaching interventions	Leadership teams and 1:1 support for director and above	LATB support, team and 1:1 coaching
Ambassador TTT and Supervision	Key business leaders and HR leaders	Certification in LATB content Supervision support for internal facilitators
HR Masterclass	HR partners	To support and coach their leaders

Ready-to-go coaching programs



Resilience

Helping leaders maintain their resilience and lead through challenging times. This coaching experience is designed to help leaders find their own sources of energy, ground into what they know and trust, and find their authentic power to lead during stressful times.



Time: 5 x 60 minute virtual coaching sessions



Thriving for Tomorrow

This coaching program is designed for those who have just been through a stressful or difficult leadership experience. It aims to help the leader reflect on what they have been through, optimize their learnings, and provides support to renew and thrive.



Time: 5 x 60-minute virtual coaching sessions



Leading Change

Designed to support the participant both personally and professionally, as they strive to bring about lasting change within their organization.



Time: 5 x 60 minute virtual coaching sessions



Leading in Uncertain Times

When we are in the zone of uncertainty, we set ourselves up to be torn between two choices each with advantages and disadvantages. Great Leaders make the tension explicit, test their assumptions and the values that underlie it. They then choose to act based on a core value.



Time: 5 x 60 minute virtual coaching sessions



Coaching Others

Coaching as a leadership skill is more important than ever. This program helps leaders build their confidence to have meaningful and multiplying coaching conversations that develop their people to their full potential.



Time: 5 x 60-minute virtual coaching sessions