

Case Study – Sales and Presentation Skills Coaching with Mary-Louise Angoujard



Don Featherstone - A Stellar Career

In 2008 at the time of his coaching with Mary-Louise, Don was a Director at Alix Partners where he later became Managing Director. Since then he has risen to ever greater heights - first with EY as a Senior Partner heading up EMEA Restructuring at EY. Most recently he joined the Boston Consulting Group as a Partner and Managing Director.

In 2008 Don undertook one-to-one Executive Coaching with Rapporta as part of his ongoing executive development in order to maximize his effectiveness. This case study covers 2008-2009.

With responsibility for winning and managing often complex restructuring and performance improvement projects, he regularly gets involved in research and analysis, building consensus, managing expectations, driving the process and delivering results to clients.

Doing his job well means inspiring the confidence, trust and respect of those in senior positions within Alix Partner's client organisations. He is also responsible for leading teams and projects internally, and as his career develops his internal leadership profile becomes even more important. Don's requirements for this coaching were to increase awareness of those aspects of his personal impact that already work well and identify and address areas for improvement, specifically related to the different contexts of his role:

- Selling tools and techniques
- Confidence in selling situations
- The ability to read and understand clients' attitudes and motivations
- Presenting effectively, and confidence in presenting
- Developing and projecting greater authority, presence and *gravitas* in business situations

Testimonial

"Mary-Louise is very good at the practical aspects of communicating and delivering constructive criticism. She is also good at helping you prepare for situations whether it be sales or public speaking and it is something we don't do much of here. I definitely benefited from the coaching and enjoyed working with Mary-Louise very much. I have nothing but positive feedback to give from my experience."

What prompted you to undertake sales and presentation skills coaching?

It was an area of development I wanted to improve on. I had advanced through the corporation pretty quickly and my skills had served me well, but now I was at a level which was a new journey and so the skills Mary-Louise worked on with me were the ones I wanted to improve on and would help to carry me forward. I wanted to become more comfortable in speaking environments, for example speaking in a crowd. Also, in articulating credentials and winning over clients in sales situations.

What did you learn and what insights did you gain through coaching with Mary-Louise?

I have applied my learning in a variety of situations. In my everyday work I am more conscious of how other people communicate and I pay attention where I did not before. I also spend much more time on preparation, for example for meetings, and this has helped in both client meetings and internal meetings. I really enjoyed the coaching - Mary-Louise does a good job. She is very encouraging but also good at “tough love”, i.e. telling you when things are not working in a constructive way which is very important and very helpful. I can't say that there was anything that was not helpful. The video taping was painful but, in the end, very valuable.

What's the situation now?

The number one thing has to be confidence in speaking situations and as a result I have developed more of a reputation within our industry. Since the coaching I have carried out speaking at industry conferences and also joined the board of a trade organisation, so it has helped me both internally and externally. In selling situations, my ability to gain the trust and confidence of my clients, and get buy-in to our solutions, has definitely improved.

Don's leveraged this coaching in support of his many skills, talents and hard work to continue to flourish and rise to ever greater heights in his career to date. It was a pleasure working with him. More recently, Don asked me to work with one of his talented managers. This individual successfully achieved promotion to Director within 8 months of beginning the coaching.

Contact



Mary-Louise Angoujard is an expert coach and trainer who over the past 20 years has worked with executives in leading companies, from high potential Future Leaders to Board Level. If you are a Learning and Development professional looking for help in supporting your executives, or a business leader who wants to achieve optimal performance in leadership impact either for yourself or your team, WholeBeing Coaching and Training could be the answer.

Mary-Louise has successfully coached and trained managers and senior executives for McDonald's UK and Europe, TJX Europe (TK Maxx), Tesco Group, TDR Capital, DLA Piper LLP, Accor Group and many other leading organisations.

Check out www.rapporta.com for more details, and if you would like to learn more about how WholeBeing Communication can help you or your people to Lead, Communicate and Present with greater positive impact, get in touch by calling Mary-Louise on 02087887433 or emailing info@rapporta.com



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