

Aligning, Centralizing, & Standardizing Coaching Across Europe

CASE STUDY

LEADING FMCG COMPANY IN EUROPE



SNAPSHOT:

THE ORGANIZATION

- Marketing, Production & Distribution
- \$12+ billion
- 27,000 employees

LENGTH OF PROJECT

- Ongoing

OUR EXPERTISE

- Executive Coaching

OUR TEAM

- BPI group Executive Coaching Team
- Global Cadre of Executive Coaches

BPI group 

The Global Leadership,
Talent & Transition Experts

THE CONTEXT:

Our client had been providing coaching for its senior executives in multiple locations for several years. Given the dispersed nature of the organization, it became apparent that the coaching was being delivered by a range of providers, using different methodologies and approaches at contradictory costs and standards. Our client was struggling to keep on top of the engagements, and costs were soaring. Ultimately, coaching was losing credibility and was not centered on driving consistent business results across the organization. BPI group's executive coaching practice was asked to align, centralize, and standardize the approach across the organization.

OUR APPROACH:

BPI group worked with an internal client team to design a consistent and effective executive coaching model for leaders, while streamlining and enhancing tracking and measurement for the organization.

- The new model was to provide a consistent approach throughout the organization's various European geographies and divisions, while remaining flexible to cultural norms. Our approach standardized the process, included participation of direct managers and key stakeholders, and measured results.
- A key component was tracking ROI to the organization to demonstrate tangible and intangible impacts on the business.

RESULTS:

- The integrity of executive coaching was re-established by implementing a consistent methodology, based on global best practices and validated through BPI group's ongoing application and analysis.
- A well-rounded and robust coaching process, focused on driving results, was implemented with ease and clarity, and offered to leaders across the organization.
- With one central contact, our client is able to track engagements, monitor costs, and uncover leadership themes across the organization.

Connect with us today. We're here to listen.

Mary Herrmann | Managing Director, Executive Coaching
mherrmann@bpi-group.us | +1.312.334.3829 | www.bpi-group.us