

# Leadership Coaching

## Case Study - Eastbourne Motoring Centre Limited

### **The Brief**

Develop the management team to be in a position to take advantage of opportunities to expand the business.

### **Business Considerations**

The Managing Director wanted a practical solution to develop the readiness of the management team, with any leadership theories being positioned with “real world” relevance.

### **Coachworks Solution**

Coachworks proposed a development programme majoring on the differences between leadership and management. The programme was designed to actively create a culture of coaching key individuals and developing knowledge of the leadership powers available to all managers. Through focusing on the most senior team, the programme was designed to help them maximise their positive influence many times over, creating a “multiplier effect” across the business.

### **Approach**

A 6 month programme comprising workshops, one to one coaching and self study was developed to enhance the effectiveness of the management team, by instilling a leadership and performance culture into the business.

## **Results**

Sales Volume in the Suzuki business increased by 45% and in the Vauxhall market share by over five percentage points in the first quarter of 2014. In aftersales, labour sales increased by £15,000 with a corresponding uplift in parts sales.

Additionally, communication and team work improved dramatically, and the confidence and competence of the team was clear to see. Managing Director Mark Lambird is now actively seeking additional opportunities to grow the business.