

# Chris's story

When leadership blossoms

## What was the context?

Chris had stepped into a busy Creative Director role; and in addition to inspiring, guiding, and enabling fresh thinking, he also needed to recruit great talent, lead a team, manage outsourced work, help secure resources including tech, and deliver the best possible outcomes to a wide range of stakeholders - all while navigating the processes of a large organisation.

Because Chris was new to his role, most of his team were new, and deliverables were constantly shifting, he felt he needed to review work himself, resulting in workflow challenges. Without dedicated administrative support, he took much of that on himself too.

Chris was also extremely committed to developing and supporting his team and worked hard on creating a positive experience for everyone.

## What was the challenge?

Over time, the combination of new responsibilities, shifting priorities, and a lack of support left Chris feeling stretched and increasingly overwhelmed. His confidence was impacted too, often deferring to others.

While outputs were slowly improving, and Chris appeared to be coping, the situation was not sustainable long term.

If Chris did not adjust his leadership approach, he risked failure - either as the result of stress and overwhelm, or by struggling to meet the expectations of his busy role.

## What happened?

Fortunately, Chris was surrounded with strong support and the unwavering confidence of his manager. His manager also sponsored my work, coaching both with Chris and his collective team in parallel.

In relation to Chris, the focus of one-to-one coaching was supporting him grow into a confident, collaborative leader, focused on work that would truly add value to the organisation.

We covered many topics in sessions including: self-awareness, wellbeing and energy management, collaboration and delegation, and developing team plans.

Chris commented that Helen "was able to roll with (often quick-fire) thoughts and musings until we landed on an insight or angle that was extremely helpful. Helen then gave me tools to navigate toward my goals with clarity and confidence."

## What was the benefit?

Fast forward a year, and the transformation is remarkable – Chris has blossomed!

His team are more collaborative, receptive to delegation and happy to share the load. Delivery is stronger, stakeholder feedback is glowing, and Chris sets aside a day each week for long-term creative thinking. And Chris's team is buzzing, gaining one of the highest engagement scores within their organisation.

Chris saying, "Helen's coaching has played a very important part in helping me be a better Creative Director and team leader. This in turn has helped me, and my team, deliver better outcomes for our organisation."



I believe curiosity is the essential fuel for creativity, ideas, and problem-solving. Helen's curiosity, combined with her knowledge, listening skills, and general perceptiveness, is a powerful combination.

**Chris, team leader.**

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