

# Case Study: A Top Computer Technology Corporation

We were asked to develop a large-scale program to develop future marketing leaders:

## CHALLENGE

- » Develop the leadership bench of high potential marketers – top 4% worldwide
- » Accelerate development including career planning, leadership skills, networking, personal branding and work life balance

## APPROACH

- » Created and managed program content – communications, tools, aids and reporting
- » Created and supported a community of 22 internal and external coaches
- » Individual telephone coaching to over 100 marketers worldwide over the year

## RESULTS

- » 100% of participants recommended continuing the coaching program
- » 91% said their coach helped them explore options and solutions around leadership
- » 90% said their coach helped them enrich their growth and professional development
- » Satisfaction with coaches: 4.7 out of 5
- » Effectiveness : 4.7 out of 5

**Exceeded my expectations, improved my ability to manage up and out, refined my leadership approach. It impacted my whole team's performance.**

– 1:1 Coaching Program Client

**ep!phany**

### Head Office

422 Charlton Ave W,  
Hamilton, ON, Canada  
L8P 2E8

### Cheryl Breukelman, Principal

Tel: 905-572-3937 (direct)  
[cheryl@epiphanycoaches.com](mailto:cheryl@epiphanycoaches.com)

Across **all** of our programs, here are our measured results:

98%

of clients gained new insight

99%

workshop value rating (Europe/Asia)

97%

value rating workshop (N.A)

96%

would recommend Epiphany Coaches

98%

of clients made progress on goals