

CASE STUDY

Empowering Confidence & Leadership in a Technical Role

Client: Emma Collins, UX professional at Bayer



Outcomes

- ✓ Enhanced leadership confidence in a global IT role
- ✓ Improved communication skills
- ✓ Clarity and focus in a VUCA environment

Client Overview

Emma Collins, is an IT professional specialising in user experience at the multinational pharmaceutical and biotech company, Bayer. She has built an impressive career, transitioning from sales and marketing into IT. Over the years, her role has evolved from implementing software systems and training teams to leading user experience initiatives globally. Despite her significant achievements, Emma faced challenges that many professionals encounter during periods of change: self-doubt, communication hurdles, and adapting to a shifting organisational landscape.

The Challenge

Emma's company had undergone major reorganisations, including downsizing and outsourcing, creating a dynamic but challenging work environment. As her role expanded globally, Emma grappled with imposter syndrome and the need to refine her communication and leadership skills. Balancing these challenges with the demands of high-visibility global projects that involved remote working required tailored support.



The Solution: Zestfor's Coaching Approach

Emma engaged in executive coaching with Julia from Zestfor, whose experience and empathetic approach proved transformative. Julia's coaching was tailored to Emma's unique needs and professional environment, focusing on:

- **Confidence Building:** Helping Emma overcome self-doubt and develop a stronger presence in meetings with senior executives.
- **Personality Insights:** Using personality assessments to deepen Emma's self-awareness and refine her communication style.
- **Practical Strategies:** Providing actionable tips, like implementing structured workday routines, to enhance focus and productivity in a remote working environment.
- **Flexibility and Adaptability:** Tailoring coaching to address Emma's evolving responsibilities and challenges.

Key Results and Impact

1. Enhanced Leadership Confidence:

Through Julia's guidance, Emma gained the confidence to lead two major global projects, regularly collaborating with high-level executives.

2. Improved Communication Skills:

Emma refined her communication style to better align with the needs of her colleagues, including adjusting her approach for introverted team members, improving relationships and team dynamics.

3. Clarity and Focus:

Practical strategies from coaching sessions helped Emma transition effectively between tasks and roles, maintaining high performance despite organisational changes.

4. Inspiration for Others:

Emma's journey has positioned her as a role model for women in male-dominated industries, showcasing the power of resilience, vulnerability, and authenticity in leadership.



Emma's Reflections

Emma has described Julia's coaching style as "engaging and effortless." She has gained huge personal and professional value from Julia's psychological insights and personalised approach, which allowed her to identify and address specific challenges effectively. Julia's ability to connect with people and adapt strategies to individual needs has been particularly impactful.

One standout insight came from personality assessments, which revealed consistent behavioural traits across Emma's work and personal life. This helped Emma understand herself better and refine her interactions without compromising authenticity.



"Julia's coaching has been instrumental in my career progression. Her ability to bring out the best in people and deliver personalised, actionable insights is remarkable. The confidence and clarity I've gained from her coaching have empowered me to excel in my role and lead with authenticity. I highly recommend Zestfor to anyone navigating leadership challenges in a fast-paced environment."

Emma Collins, UX professional, Bayer

Looking Ahead

With Julia's coaching, Emma is now well-equipped to handle her evolving responsibilities and inspire others in her organisation. Her story serves as a testament to the transformative power of executive coaching for professionals in technical and scientific sectors.

Ready to Transform Your Organisation's Leadership and Culture?

At Zestfor, we specialise in helping leaders and managers in technical and scientific organisations like Bayer achieve success through bespoke executive coaching. If you're ready to empower your leaders, guide them through change, and elevate their performance, we're here to support you.

Contact us today to discuss how we can tailor a solution to your unique challenges.



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Let's create a culture of success together!