

# PROFILE OF MFI CLIENT: EXECUTIVE COACHING

## THE CHALLENGE

New CEO from a major healthcare system has tremendous relationship building skills but is indecisive and lacks the ability to paint a clear vision others want to follow.

## THE OPPORTUNITY

With strong board, employee and staff support, the CEO is well positioned to set a new course for the organization and redefine the roles and structure of the executive team.

## THE SOLUTIONS

The CEO decided to capitalize on his strong relationships by asking executive coach, Dean Newlund, to do the following:

- Survey his executive team and board on his strengths and weakness
- Facilitate sessions with this staff on defining a compelling vision
- Identify goals and task force teams to implement goals
- Provide him insights into the dynamics of his team
- Help him redefine roles and responsibilities of his team
- Provide strategies for aligning his team around a refreshed mission and vision
- Counsel him on how to make and communicate tough decisions
- Give recommendations for reorganizing his team structure

## THE RESULTS

According to a second survey, employee, staff and board rated the CEO higher in decisiveness, strategic thinking and ability to set and engage others in a compelling mission. Across the system, accountability and productivity went up while staff turnover went down.

<b>Client:</b>	CEO
<b>Company:</b>	Major healthcare system
<b>Goal:</b>	Align staff around compelling vision, improve accountability and become more decisive especially when tough decisions are needed.
<b>Headquarters:</b>	Arizona
<b>Employees:</b>	600+