



KAY CANNON

CASE STUDY: EXECUTIVE COACHING, HEALTH CARE SECTOR

(Head of Clinical Psychology Department at a large hospital)

The Challenge: Despite many outstanding achievements, the executive in charge of program development and research within a well-established company couldn't escape the nagging sense of professional boredom and frustration. It was time for a change... but what kind of change? No longer willing to feel "stuck" in a job that was not fulfilling, the executive turned to Kay Cannon.

The Assignment: Kay's primary role was not only to provide this top-performing executive with objective feedback, support, and a confidential space in which to discuss fears, challenges, and opportunities, but also to help her sort through her feelings of frustration and move past the vague sense of dissatisfaction to a place of personal clarity. Using an inventory of personal needs and values, the executive identified what a "perfect job" and "perfect life" would look like. Next, this executive devised an action plan to create the perfect job and life. As the executive took action and moved forward, Kay coached her through tough decisions and held her accountable for getting things done.

The Result: During the course of this coaching assignment, the high-performance, Type A executive created what she deemed to be the "perfect" job, requested changes from hospital administration to create this position for herself, and is now actually living what she considers to be "the dream" – with a job and a life that is not only satisfying, but provides a sense of fulfillment, happiness, and optimism.

Testimonial: In the executive's own words:

"When I started coaching with Kay Cannon, I have to admit that I didn't know exactly what I wanted to accomplish. I only knew that I felt stuck and needed some help to get out of the deep sludge I felt mired in. I felt heaviness as I went about my work, burdened with so many different responsibilities that I couldn't see clearly what my priorities were or how to reach my goals. I wasn't enjoying a job that I had often loved.

In the first three months of coaching, I was able to overcome my fear and submit a proposal at work to get approval for a 6 month "mini-sabbatical" from my regular job duties to do some research and writing I'd always wanted to do. I also lost 15 pounds, even though Kay and I never explicitly focused on that in our coaching sessions.

During my 6 month “mini-sabbatical”, I discovered that the work that I was now doing for my company perfectly matched what I loved to do. I was having so much fun at work that I proposed that the owner extend my “mini-sabbatical” into a new permanent position for me. My boss agreed! What began with so much uncertainty and fear on my part has turned into a job that I truly love. A year later I am still having fun every day. Every day is a wonderful adventure!

The feeling of lightness and optimism, the spirit of fun and discovery, and the belief that I can do incredible things have carried over into my home and relationships as well. I have more time to do what I want. I have more fun.

Have other people noticed the change? Absolutely. I get many comments about how much “better” I look. It’s my joy, my comfort with myself.”