



# KAY CANNON

## **CASE STUDY: EXECUTIVE COACHING AND LEADERSHIP DEVELOPMENT; FINANCIAL SERVICES SECTOR**

*(Corporate Vice President, Regional Company)*

**The Challenge:** A high-achieving producer and Corporate Vice President who ran a branch office which she opened for the company 14 years ago, her numbers were always good. Her financial performance was perfect. She was resistant when the head of human resources suggested she might benefit from coaching. Her staff, however, despised working with her.

**The Assignment:** After the initial resistance faded, the Vice President realized she could benefit from the experience. She embarked on a six-month journey with Kay Cannon. Kay and this Corporate Vice President worked on her need to control everything. A former competitive gymnast who was raised within the loving discipline of a military-family household, the Vice President worked hard and expected her people to work as hard as she did. So, while her work environment was incredibly productive, it wasn't necessarily fun.

**The Result:** After overcoming her resistance to the idea of having a coach, this high-energy, Type A Vice President became aware of how she was creating unnecessary collateral damage, and she made the adjustments required to affect real change in her staff's work environment. These changes also dramatically improved her outlook on her work, her life, and the level of comfort she has with herself and her relationships with others.

**Testimonial:** In the Corporate Vice President's own words:

*"My numbers were great, but I lost myself. I opened this office 14 years ago. During that time I never took a week off. It was difficult for me to delegate, to give up control. If I could control it all, I could make it perfect.*

*I was very resistant to the idea of having a coach. After all, I was the 'fixer'. I could make things perfect. But, I could also see that my need to control was spilling over into my personal life. So, I agreed to let Kay Cannon be my coach.*

*I think Kay is incredible... I wasn't prepared to think that when we began. Kay knew I did not want to see her. I was very resistant. But I answered the questions asked of me truthfully. When I began admitting certain things out-loud, some important things began to make sense and change.*

*Kay helped me realize that everyone's different, but the same results are possible even if we have different personality types. Since working with Kay the output of my office is the same, if not better, but the environment is so much better. Work really can be playful and productive at the same time. The performance of my employees has gotten better. They feel more connected and they're having more fun.*

*Kay couldn't have come into my life at a more perfect time. After my initial resistance, I came to trust her very quickly. She has a certain way with words. The way she frames things builds you up, never tears you down. She taught me that sometimes the most positive attributes we have could also be my weaknesses.*

*But, since working with Kay I have such a peace and freedom. Instead of being the 'fixer', I now teach people how to fix things themselves. Now, if I'm juggling a lot of balls, when one drops I have people who will pick them up.*

*I've learned to be more in the moment... and I've actually taken time off and learned how to do nothing."*