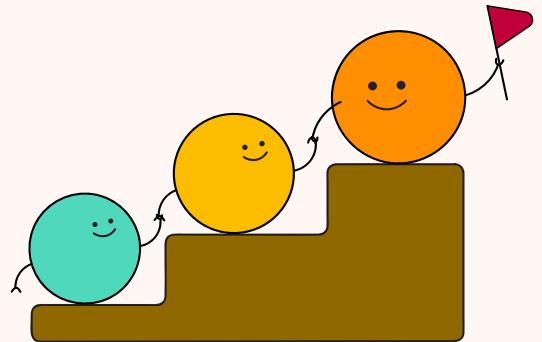


## CASE STUDY

# Coaching for Leadership Confidence and Authentic Communication



## Background

A leading conglomerate reached out to FocusU seeking coaching support for one of their **Communication Managers**, who was responsible for leading a small team of three.

The organisation recognised her potential and commitment but also identified opportunities to strengthen her **self-confidence**, **leadership presence**, and **assertive communication** - key attributes required to lead effectively in a dynamic work environment.

## The Challenge

The coachee was highly skilled in her functional role but often held herself back due to self-doubt. She expressed a desire to find her authentic voice as a leader, communicate with greater clarity, and build more trusting relationships within her team.

The coaching objectives were therefore designed to help her:



Develop stronger self-belief and leadership confidence



Communicate assertively while remaining empathetic



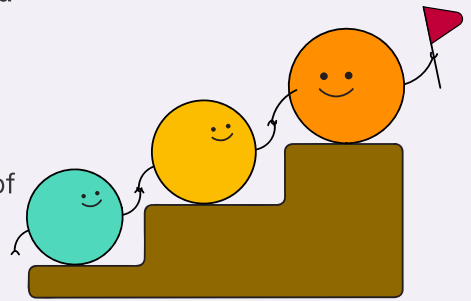
Build trust and connection within her team

## The FocusU Approach

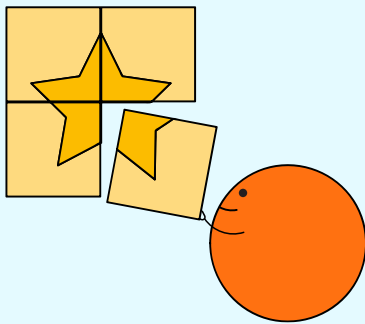
The engagement consisted of **five coaching sessions spread over three months**. It began with a **Discovery Session** that helped define clear goals and areas of growth.

Throughout the journey, the coach used a combination of **awareness-based reflection, NLP tools, visualisation, and values exploration** to deepen the coachee's understanding of her leadership style and behavioural patterns.

Mid-session check-ins provided space to reflect, assess progress, and reinforce new habits and mindsets.



## The Outcome



By the **third session**, significant shifts were already visible - the coachee demonstrated **greater assertiveness**, confidence in decision-making, and openness in communication.

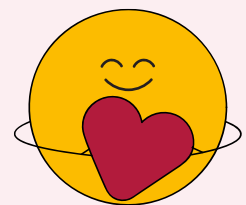
By the end of the engagement, her transformation was evident not just to her coach but to her team, who began describing her as **visionary, authentic, and inspiring trust**.

Her journey reflected the power of coaching in unlocking inner confidence and aligning leadership actions with personal authenticity.

## Client Voice

“

The sessions have allowed me to master leadership skills over time, including managing time and people, setting clear objectives, and making sure the objectives are achieved with better outcomes.



## Key Takeaway

This coaching journey is a testament to how **personalised coaching** can help individuals grow into confident, purpose-driven leaders.

Through focused reflection and practical tools, the coachee not only strengthened her leadership presence but also deepened her connection with her team — creating a ripple effect of trust and clarity within the organisation.



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