

OBJECTIVE LEADER



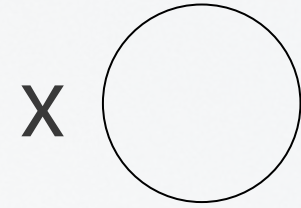
GORDON FOOD SERVICE CASE STUDY

Leadership Coaching to Increase Sales Performance



Program:
Accelerator™

Tools:
OLA™



List of content



Discover how we partnered with **Gordon Food Services** to overcome key challenges, implement a tailored leadership solution, and deliver measurable outcomes that created lasting impact.

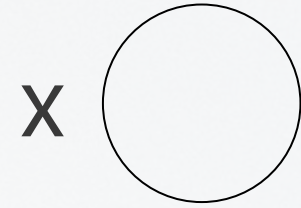
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Client Overview

To develop a more focused and effective strategy, we begin by building a clear understanding of the client's environment, challenges and priorities, while assessing the development needs of participants.

Key Info: 



Industry

Food & Agribusiness



Delivery Method

Individual Coaching, Assessment



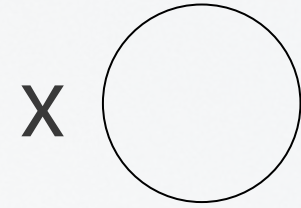
Leadership Level

Frontline



Development Areas

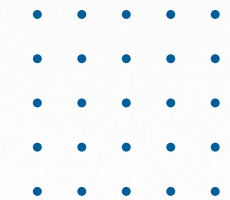
Coaching & Developing Others, Performance & Accountability

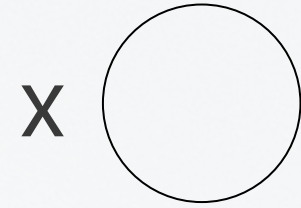


Challenge

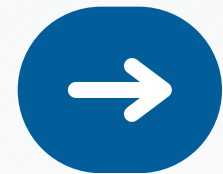


Gordon Food Service wanted to help successful salespeople transition into frontline leadership roles, shifting their focus from achieving results individually to driving performance through their direct reports.





Solution



Personalised Coaching

Targeted coaching focused on each participant's individual leadership challenges and development goals.



Objective Leader Assessment

Provided clear insight into leadership strengths, capability gaps and priority development areas.



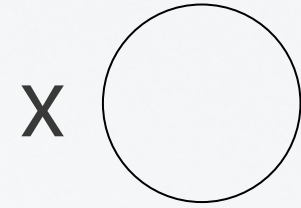
Coaching & Communication

Developed practical skills to coach effectively, communicate with impact and support team growth.



Sales Execution

Strengthened leadership capability to improve team performance, accountability and sales execution.



Program Results



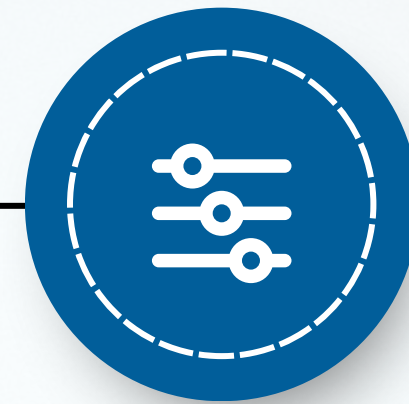
Goal Progress

100% of participants reported good or significant progress towards their development goals.



Active Listening

Leaders strengthened listening practices to better understand and respond to team needs.



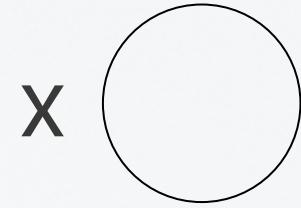
Coaching Capability

Improved goal-setting and coaching skills helped leaders develop and empower their direct reports.



Sales Execution

Employees were better equipped to solve problems independently, supporting stronger sales execution.



Testimonial



“I’ve implemented owning my calendar time to ensure I have my personal time to complete tasks and things I need to accomplish. I have worked on listening more often and helping guide my employees to answer their questions themselves - coaching them to problem-solve with slight direction.”

Calvin Brown

Director of Sales





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