

OBJECTIVE LEADER



GREENPEACE CASE STUDY

Building a Coaching Culture for Better Conversations



Program:
Elevate™

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Discover how we partnered with **Greenpeace** 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

Not-for-Profit, Environmental



Delivery Method

Facilitation



Leadership Level

Frontline, Middle



Development Areas

Coaching & Developing Others, Courageous Conversations

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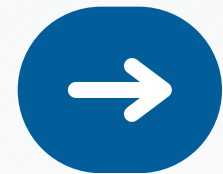
Challenge

Greenpeace wanted frontline and middle managers to handle performance, feedback and difficult conversations with greater confidence. Leaders needed to address issues earlier and constructively, without damaging relationships or unnecessarily escalating matters to HR.



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Solution



Leader as Coach Pathway

A customised development pathway combining practical learning with ongoing reinforcement.



Practical Workshops

Two interactive workshops focused on building immediately applicable coaching skills.



Coaching Conversations

Introduced a solution-focused coaching model and conversational skills to support more effective discussions.



Ongoing Application

Follow-up check-ins and peer coaching circles reinforced emotionally intelligent coaching in the workplace.

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Program Results



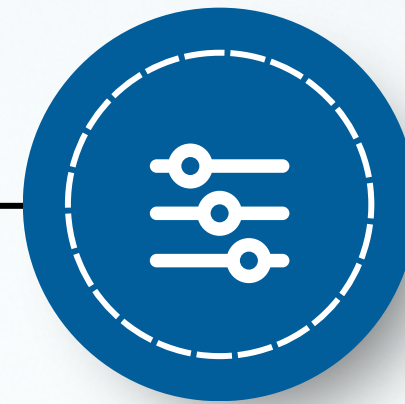
Consistent Coaching Framework

Established a shared approach to coaching and feedback conversations across the leadership group.



Practical Tools

Equipped leaders with simple, practical coaching tools they could apply in everyday conversations.



Real-World Practice

Provided opportunities to practise and refine coaching skills using real workplace scenarios.



Peer Support

Ongoing peer support helped reinforce learning and embed new coaching behaviours.

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Testimonial



“The Leader as Coach program gave our managers a practical and consistent approach to handling coaching, feedback and performance conversations. It has helped leaders address challenges earlier, maintain positive relationships and build a stronger coaching culture across the organisation.”

Jennifer Gilmore

Head of Global Services and Partnerships





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