

Case Study

Career Coaching

HANDOVER



Kasie Powell, New Car Sales Manager of Toyota

Introduction:

This case study explores the transformative journey of Kasie, a service manager in the automotive industry, who sought career coaching to overcome imposter syndrome and regain her confidence. Through her partnership with Janine, her Career Coach, Kasie was able to navigate the challenges of a male-dominated industry, redefine her goals, and ultimately secure a new role as a new car sales manager.

Background:

Before starting the coaching process, Kasie had been a service manager for several years in an automotive dealership. Despite her experience and hard work, she felt stagnant and unchallenged in her role. Kasie's doubts about her worthiness, readiness, and capabilities in a male-dominated industry led to imposter syndrome and a fear of failure.

Coaching Process:

Kasie approached Janine, her career coach, with complete honesty about her struggles, goals, fears, and aspirations. Janine provided Kasie with various tools and techniques to help her overcome her challenges and build her confidence. Two key strategies that had a significant impact on Kasie's journey were:

1. Prioritising Tasks: *Janine encouraged Kasie to create a list of tasks and filter them based on their impact and ease of accomplishment. This exercise helped Kasie identify tasks that she could quickly complete, boosting her productivity and motivation.*

2. Analysing Team Dynamics: *Janine guided Kasie to analyse her team members' strengths, contributions, and commitment. By understanding each team member's capabilities and motivations, Kasie was able to optimise their performance and make informed decisions about performance management.*

Breakthroughs and Moments of Clarity:

Throughout the coaching process, Kasie experienced several breakthroughs and moments of clarity. Some notable insights include:

1. Recognising Personal Growth: *Kasie learned to celebrate her achievements and acknowledge how far she had come. By focusing on the positives and keeping a record of daily successes, she was able to build her confidence and maintain a positive mindset.*

2. Advocating for Herself: *Janine empowered Kasie to fight for what she deserved. Kasie realised that if she had earned the right, she had every reason to advocate for herself, especially in a male-dominated industry. This shift in mindset allowed her to assert herself and pursue her career goals with determination.*

Results and Impact:

As a result of the career coaching process, Kasie successfully transitioned into a new role as a new car sales manager. She credits Janine's guidance and support for her personal and professional growth. Kasie's newfound confidence, ability to prioritise tasks effectively, and understanding of team dynamics have contributed to her success in her new role.



Case Study Career Coaching

HANDOVER



Conclusion:

Kasie's case study exemplifies the transformative power of career coaching in overcoming imposter syndrome and building confidence. Through the guidance of her career coach, Kasie was able to redefine her goals, advocate for herself, and achieve her desired career progression. Her journey inspires individuals considering career coaching and emphasises the importance of honesty, perseverance, and self-belief in achieving professional success.

Kasie Powell, New Car Sales Manager of Toyota