

# Executive Coaching

## Case Study

### Background

Our client has been leader of a large Careers Service for the past 13 years. Victoria requested coaching support as she was about to embark on a complex change management process and was seeking support to manage challenges with more confidence and insight. She specifically wanted coaching support from someone with robust experience of change management, who could advise her about best practice and offer effective, practical advice about how to support her team through the change initiative.

The university offered coaching with 10Eighty, and Victoria chose to work with our coach Rod Jones. An experienced and versatile change management executive and leadership coach, Rod has driven and advocated business change strategies, business reorganisation, digital transformation, talent management, and corporate governance.

He is a solutions-focussed and determined leader with a proven track-record of delivering change management in a range of challenging public and private-sector environments. Rod has had success with developing change management capabilities in diverse industries and sectors and is comfortable working with agile teams, clients, and stakeholders alike, to identify and develop sustainable change solutions.

### 10Eighty's Approach

Victoria and Rod had nine meetings, once in person and subsequently online. They agreed to set an agenda in advance around what she wanted to discuss.

The assignment required structured, practical, and targeted coaching to help Victoria; and Rod functioned as a sounding board, offering advice on how to approach situations, building confidence around the change management process.

10Eighty's executive coaching programmes are tailored to individuals – we collaborate with clients to help them understand what they need to do more or less of, to grow for the future. We provide flexible support, enabling clients to explore choices, options, and aspiration in order to maximise their potential.

### The Outcomes

The work Rod undertook with Victoria reframed a demanding situation for her and she found that the coaching helped her to formulate a strategy on how best to plan and manage the change management process.

The coaching process enabled reflection, refocus and reframing – making time for this is important for busy leaders.

### Client Feedback

Using coaching as a core management skill has always been a priority for Victoria, as her role encompasses staff development, succession planning, and team culture across a geographically dispersed team.

“As my coach, Rod brought a calm, responsive presence to our sessions, offering thoughtful guidance that helped me reflect and reshape my approach. His coaching style is both grounded and empowering – he doesn't just offer advice; he helps you to uncover your own insights and build strategies that are authentic and sustainable.

I would wholeheartedly recommend Rod to anyone looking for a coach who brings strategic insight, an enabling approach and genuine care to their work.”

**Victoria Wade**, November 2025