

About the Initiative

DB Breweries Limited (DB) is a major brewer in New Zealand, employing around 500 staff in various locations across the country.

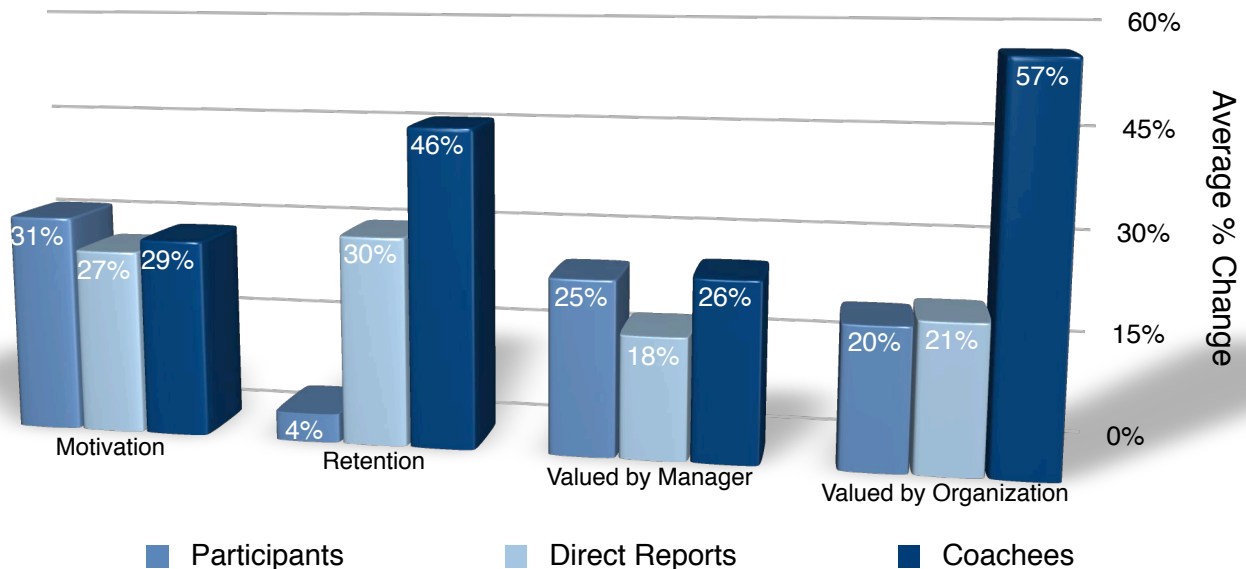
In partnership with Results Coaching Systems, DB introduced a coach training initiative to their organization in 2005 to develop manager's communication skills, foster innovation and continuous growth and grow individual capability through developing a coaching culture.

Over 60 managers were trained in a series of 3.5 day coaching workshop in 2005 and 2006. Surveys were conducted before and after coaching skills workshops and then again in November 2006. Results of this survey show significant impacts across the organization, tested by interviewing participants (managers), their direct reports and coachees.

Study Group

- 14 managers who participated in the 3.5 day Coaching Skills Workshop
- 22 of their direct reports
- 5 coachees who were undergoing or had completed a coaching series with an internal coach

Key Data from Business Impact Study



Program Participants

- 57% use coaching skills every day
- 67% of managers reported they had retained staff as a result of changes in their management
- 100% of managers reported that they are more productive as a result of completing the training
- 92% of managers reported that they were better able to manage performance
- Over 85% of participants use coaching skills at least as much as immediately after completing the coach training program

"Training has given people the tools to facilitate communication and give great feedback - it's an integral part of our changing culture - there's lots of excitement around this program, the impact is evident."

"Impacted directly on KPIs and evidenced in terms of results. Best performance ever and I don't think it's coincidental."

"I've achieved over 100% in Key Performance Targets for brewery as a whole."

"It was a life-changing course - made some decisions to make significant changes in work & personal life. Was best thing has ever been on in 12.5 years in FMCG industry."

"I've freed up 8 hours a week"

Direct Reports

- 59% felt more valued by their manager
- 68% felt more valued by the organization as a result of their manager's changes
- 54% were more motivated at work
- 40% were more likely to stay at DB as a direct result of changes to management and overall culture

"My manager has certainly changed since the training. He's always bringing out the best in everyone. Now all are really motivated and fired up. It's a great atmosphere to be working in at the moment."

"My goal was to find a more effective way to monitor media result: I found a new supplier for this service and saved \$30k per year. Our credibility grew considerably."

"My performance review is a lot more specific and qualitative; the goals were decided via consultation. There's a higher degree of acknowledgment of effort involved in producing work."

Case study compiled by Linley Rose (Corporate Associate) Matt Rule (Operations Manager) and Ruth Donde (NZ Regional Manager).
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