

Case Study

Strategic Team Alignment and Onboarding

Purpose

This case study highlights the depth, clarity, and measurable impact of a Design You Coaching® engagement. Coaching and consulting engagements often involve multiple interconnected leadership, team, and organizational goals that evolve throughout the process. While the case study reflects a real client experience, names and identifying details have been changed to protect client confidentiality.

Client Snapshot

Benjamin, a local business owner, was preparing for a significant period of business growth and expansion. Over the next several years, he planned to scale operations, expand service offerings, and increase travel to support business development and strategic partnership. To support business growth sustainably, Benjamin recognized his leadership team needed greater alignment, stronger communication, and increased operational ownership. He wanted to ensure his executive team could confidently manage daily operations, oversee recruitment and onboarding, maintain team morale, and make throughout decision in his absence.

Benjamin partnered with Tanea Ellis and Design You Coaching® for strategic planning, leadership development, and team alignment support.

Engagement Focus

Over a two-year engagement, we used the **DREAM. DISCOVER. DESIGN™ framework** to strengthen organizational alignment, leadership communication, team effectiveness and long-term operational sustainability.

DREAM

Benjamin had a strong vision for his business, but sustaining that vision required broader organizational alignment and shared ownership across the leadership team. We involved every member of the organization to co-create greater clarity around the company's direction, culture, decision-making expectations, and leadership responsibilities. A key priority was building an environment rooted in transparency, communication, and trust so

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that the organization could continue operating effectively during periods of growth, transition, and increased executive travel.

DISCOVER

Through our DISCOVER process, we identified the opportunities to enhance communication, role clarity, team rapport, and leadership collaboration across sites. We also surfaced the importance of creating more intentional onboarding experiences to ensure new employees understood not only operational expectations, but also the culture, values, communication dynamics, and customer experience standards shaping the organization.

DESIGN

Using insights gathered throughout the engagement, we developed leadership practices, team development experiences, and onboarding systems built to support long-term organizational growth.

The organization participated in customized team development workshops and communication experiences that helped employees better understand their individual communication styles, relational dynamics, and impact on team culture.

Throughout the engagement, we focused on:

- Executive Coaching
- Leadership Development
- Strategic Planning and Culture Assessment
- Team Building and Engagement
- New Employee Onboarding Design

Engagement Results

The organization experienced stronger communication, clearer role accountability across locations, and more consistent onboarding and development practices. Team members continued using communication and behavioral insights introduced during the engagement, creating a shared language that improved collaboration, self-awareness, and alignment around the company's culture, values, and ways of working together.

Design You Coaching®

Leadership transformation begins within. The most meaningful change happens when clarity, awareness, and aligned action come together in practice. Real change requires real work. Connect with Design You Coaching® to facilitate the change you seek from within.

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