

Crowd Media was faced with the task of transitioning its business model. This change would be difficult, it would involve cost optimizations, restructuring and a period of declining revenue. The real challenge at hand however was how to keep our team motivated. Everyone wants to feel like they are growing in their role, yet when you are effectively downsizing the opposite holds true.

Personal development through coaching was identified as a key aspect in ensuring that this transition would be a success. The results have far exceeded expectations. Despite the situation we find ourselves in as a business, the level of motivation within the team is at all time high. Christie's easy manner and though provoking observations have been instrumental in helping people bring forward the best version of themselves. Finding purpose and fulfilment from within, ultimately reducing change related conflict.

I have heard nothing but positive feedback relating the coaching sessions, both the team and I look forward to continuing to work with Christie on an ongoing basis.

Cheers,

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