

Deeply individualized one-on-one coaching for mid-level executives and senior engineers

CHALLENGES

Amazon, ranked #4 on the Fortune Global 500 list, requires executives to summarize complex information into concise, professional documents. Leaders in numerous divisions needed assistance to align their writing skills with Amazon's exact specifications. Each individual needed a highly customized training plan that would focus on their goals and challenges while referencing actual Amazon documents.

SOLUTIONS

We coached each executive in a ten-session training engagement where they worked one-on-one with the same coach from start to finish. Participants outlined major goals during their first session, and subsequent meetings were tailored with these goals in mind. Amazon executives brought their actual documents to sessions, where they could directly apply new skills and concepts to their daily work. Coaching sessions were scheduled to match executives' busy schedules and limited availability.

OUTCOMES

Level 2

executive coaching includes 10 one-on-one coaching sessions

100%

of participants met or exceeded their individual training goals

100%

of participants improved their understanding of professional writing



Individual improvement of the most pressing challenges

Highly customized coaching allowed participants to address their goals and challenges. Individuals **outlined their goals, resulting in extremely personalized coaching and feedback**. Every participant from Amazon met or exceeded their training goals.



Consistent messaging and tone in documents

This engagement included coaching on board presentations, proposals, business reports, and other documents that are subject to executive review. Participants established a process that ensures consistency in substance and syntax across all documents.



Reduced executive writing time by over 20%

Amazon participants reduced writing time by an average of 20% This meant that executives freed up time and energy for creative projects, problem solving, people management, and other corporate initiatives to drive revenue.

Ready to turn your team's business writing into a business asset?

Want to learn more about our training options? [Download our course catalog.](#)