

THINK BIG FOR GREAT RESULTS

I respectfully challenge our coaches and clients to think about the really BIG challenges they could solve and potentially GREAT results they could achieve through Action Learning. My experience with clients and coaches is that either we do not understand, or we seriously underestimate the power of Action Learning. I observe this with many coaches and am committed to changing this perception.

When I first started using WIAL Action Learning, I unconsciously looked for the smaller problems I could help clients solve and was delighted when we delivered and I charged a few thousand dollars. Alternatively, I would look for the typical HR and training issues I was comfortable with. I was very cautious not to take on really big or risky challenges. I had been taught to under-promise and over-deliver – so no big commitments or promises.

As my experience with Action Learning increased and my confidence and skills grew, I rapidly learned that we could help clients achieve amazing results if we, and they, were prepared to think big enough and trust the Action Learning process. I learned to think way beyond approaching HR & L&D people for their perception of organisation issues and to dealing directly with the CEO's & GM's and decision makers to win their interest and commitment to solving major business problems.

I invite coaches to courageously ask their clients “what is your biggest challenge right now?” Clients love to discuss their really big challenges and are genuinely committed to finding solutions. This makes the sales process a lot easier. A while back, I asked a client this question and he immediately replied “improve on-time delivery”. It took us only three days to agree a contract which included a healthy up-front fee and generous success fee to address the problem. We are now close to achieving the desired target and a substantial success fee.

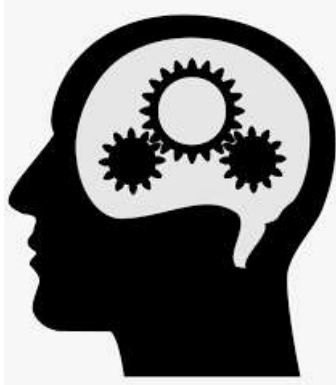


I invite clients to challenge their traditional thinking about how those big challenges can be addressed. Action Learning might have unexpected applications. A while back we worked with the top team of an international paint company. They had previously engaged a major consulting company to help them become more “customer centric” with little success. In the first Action Learning session they realised that, they had the wrong definition of customer and in the second session formulated a practical “customer centric” strategy!

So what are some of the BIG challenges that we can consider Action Learning for? Some of the bigger business challenges we have experienced include business turnarounds from loss to profit, strategic planning, increasing market share, new product development, major plant expansions, improving customer satisfaction, business growth, bottom line improvement and many others. Typical larger scale



OD type challenges include improving employee engagement, creating a learning organisation, succession planning, improving leadership bench strength, changing corporate culture and others. My personal preference is to take on challenges directly related to business metrics, as this is where there is frequently the most serious commitment to change and therefore succeed.



Taking on BIG challenges for GREAT does require some personal courage, confidence and risk. WIAL Action Learning has undoubtedly helped give me what I need to work at this level. Its fun, exciting, challenging and makes the world a better place. This is where Action Learning belongs!

I would like to extend a final invitation and word of caution to coaches. Taking on BIG challenges for GREAT results demands that you hone your coaching skills to the highest possible level, that you prepare and deliver meticulously and 'walk the talk' of everything you learned in CALC. I invite you to continue your Action Learning development journey through every possible channel.

Written by Ron McLuckie, CEO WIAL India, MALC

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