



LEADER CASE STUDY

MARK AYLWARD

AT A GLANCE

CHALLENGES

- Training emerging leaders
- Seeking consistent leadership training
- Aligning for business growth

OUTCOMES

- Team collaboration
- Gained insights to provide team support
- 100% increase in team confidence



"As companies are progressing, they're looking for ways to support their greatest asset, which is their people. As a leader of an organization, when you have this sort of insight, this better sets you up to support people in achieving a lot of their goals and ambitions holistically."

MARK AYLWARD

Career & Leadership Coach

OBJECTIVES

Career and Leadership Coach, Mark Aylward, was looking for a program that could help him structure his 6-month training for an insurance company. Ideally, Mark and the insurance team were looking for a program to support a multi-generational team with emerging leaders. The goal was to develop leadership expertise across the team and align everyone for faster growth.

SOLUTION

Harnessing Project OTY's 16-step **Lead with Confidence (LWC)** program, Mark Aylward had the necessary toolkit to kick off a customized 6-month Leadership Development Program for the insurance team.

The leadership development training was delivered to 12 team members. Following the program, Mark spoke with each team member via Zoom to review their completed Project OTY Roadmap, which shares each individual's future visions and goals. Mark harnessed this visibility to support his recommendations for how executives could best lead and develop each person on their team for faster growth.

OUTCOMES

Strengthened Team Collaboration

Mark and the team launched a series of 3-person meetings and rotated attendees for team members to better connect and collaborate with one another.

Improved Self-Awareness

The reflective exercises allowed each team member to take the necessary time to consider their goals and future with the team.

Crystal Clear Insights for Executives

After 3 to 5 hours of training, the executive team was equipped with concrete insights to understand motivators and goals, and gauge future training and team initiatives.

Increased Team Confidence

Each team member completed a questionnaire assessing the program's impact, with 100% reporting increased confidence.