

Case study

ASTRO ALL ASIA NETWORKS plc: Leadership Coaching Advantage

ASTRO ALL ASIA NETWORKS plc (ASTRO) is Malaysia's leading cross-media group with significant presence in the subscription TV service, commercial radio and TV programming. ASTRO currently broadcasts over 116 pay-TV channels in four major languages across Malaysia and Brunei to more than 2.6 million households.

ASTRO is seeking to increase its participation in large under-penetrated economies in Asia that will benefit from the anticipated liberalisation of the media industry and the fast-growing consumer sector.

The Challenge

CELSIM was asked to design and deliver a leadership coaching programme to equip senior managers with the tools and techniques to lead, coach and motivate themselves and their teams to create alignment, catalyse change and sustain an achievement-oriented culture.

The objective of the programme is to develop critical leadership capabilities in:

1. Coaching: rise to full leadership potential and unlock the potential of others to attain corporate and personal goals.
2. Communication: overcome obstacles to change, give effective feedback that gets positive results.
3. Influence: build deep levels of rapport improving impact and influence, ensure team and organisation are aligned with the culture and business direction.

The Solution

In partnership with Karuna Narian, Training Manager, we designed the Leadership Coaching Advantage programme – combining highly engaging workshops, one-to-one coaching, interviews and e-learning – to address ASTRO's culture and their leadership challenges and growth opportunities. This included:

- Examining leadership styles and choices through highly interactive activities to allow participants to experience leadership coaching dynamics with organisational awareness.
- Developing clarity, achievement orientation and flexibility of approach to motivate and inspire self and others to improve personal impact and influence.
- Learning the skills of building deep, influential rapport with others and moving from conflict to agreement and cooperation.

The Results

ASTRO senior managers gained the confidence, skills and knowledge to create deep sustainable change swiftly and easily and inspire commitment and motivation from teams to achieve their own and the organisation's goals.

Karuna Narian (Training Manager) summed up his satisfaction with our leadership coaching programme saying, *"CELSIM has demonstrated its unique ability to tap into the human potential and transform it into lasting results. In just six short months, I witnessed astounding positive results! The one thing that was most noticeable was how these managers developed significant clarity on their priorities and were much more confident and effective at removing road blocks and executing activities."*