CATALYST GROWTH COACHING · LEADSTRONG

LeadStrong for Medical Devices

A one-page summary for L&D teams and sponsors.

WHAT IT IS

One-to-one coaching at the whiteboard for directors and vice presidents in medical device companies who are preparing for their next role, whether that is vice president, general manager, a regional leadership role or the executive committee. Each session works on a live decision or challenge, and ends with a decision, an action and a date.

WHO IT IS FOR

- Sales directors working towards vice president
- Vice presidents working towards general manager, regional leadership or the executive committee
- Leaders in a global matrix, with NHS and hospital customers and a number that never goes away

HOW IT WORKS

- **Six months, with a fixed end date.** Around 24 weekly sessions.
- **Outcomes agreed at the start.** Two or three measurable outcomes are set in the first session, reviewed at three months and judged at six.
- **A decision every session.** Each session ends with actions and dates, checked at the next one.
- **Online or in person.** Online with the whiteboard shared live on screen, or in person. Where the company wants it, John travels to the team.
- **Strengths-based.** CliftonStrengths and FITT16 are used to show how the leader works at their best and where pressure pulls them away from it.

INVESTMENT

- **£7,200** for the six months (about £300 a session)
- **Option to stop at three months** and pay £3,600
- No retainer, and nothing added on

FOR THE SPONSOR

- Where it helps, a three-way conversation with the line manager at the start and at the end, so the leader’s outcomes match what the organisation expects.
- **Strictly confidential.** What the leader brings stays between them and John, including when the company is paying. No session content is reported.
- The leader starts with a free Whiteboard Session, so both sides know it is the right fit before any commitment.

ABOUT JOHN OBIDIPE

Executive coach with more than fifteen years in organisational consulting and coaching, including a background as a senior business analyst and transformation specialist. Gallup-certified CliftonStrengths coach and FITT16 practitioner. Currently works with senior leaders at Convatec, Urgo and Becton Dickinson, and has coached leaders inside Toyota, Cambridge University Press and the University of Oxford.

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