

## Case Study, Alexis Williams

### Individualized Coaching With TPK Consulting Brings Clarity, Increases Confidence, and Leads to a Promotion Two Weeks After Coaching Program Ends

[Pull Quotes...]

*“The first time I talked with Tina we just clicked. I had never hired a coach before, and I wasn’t quite sure what to expect. Tina seemed eager to get to know me. I felt like we connected, she seemed really passionate about her coaching, and she understood what I wanted to get out of working with her.”*

– Alexis Williams, ecommerce director of merchandising

*“Tina tailored what she provided to me based on my goals. I knew that the content we would be talking about every single week would be relevant to me. I found everything she told me to be applicable right away. Tina is definitely a no-excuses person and wouldn’t let me come up with any excuses for anything until I got down to the root cause. I could tell that she cares very deeply about her clients in the way that she spoke to me and asked questions. She followed up and asked how things were going regularly. She was assertive in a positive way, and since being more assertive was one of my goals, she modeled assertiveness very well. I could tell that she wanted to make sure that I felt comfortable and that I was getting what I needed to keep moving forward each week.”*

– Alexis Williams, ecommerce director of merchandising

*“I felt really trapped within myself before seeing Tina. I knew where I wanted to go, but I didn’t really have the skill set to get there on my own. After working with Tina, I developed those things I needed to get exactly where I was trying to go. And once I’m comfortable where I am and feel ready to move to the next step in my career, I definitely plan to work with Tina again, and go to her for additional advice and coaching. I see her as being a valuable resource for the rest of my life.”*

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Alexis Williams, of Algonquin, Illinois, is 38 years old and works in ecommerce merchandising and marketing for a large retailer.

She wanted to continue to move up in the company, and was working on her own and with others internally to improve her skills. She enjoyed reading professional books, listening to career advice podcasts, and had mentoring sessions with others within her organization. Alexis's boss suggested she look for coaching outside of the organization to get a different perspective and recommended Tina Paulus-Krause, certified professional business coach and founder of TPK Consulting. Alexis agreed.

"There were some things I didn't always feel comfortable talking with people in the organization about," Alexis said. "I sometimes had questions that I was embarrassed to ask a colleague. I also wanted to get an unbiased perspective about how I did things or approached situations at work from someone who wasn't involved in the day-to-day activity."

Alexis reached out to Tina and was excited to discover that Tina was a great fit right away.

### **TPK Consulting : Empowering Leaders to Step Into What They Want to Create in Their Lives**

Tina Paulus-Krause founded TPK Consulting (formerly True You Teams) in 2016. She offers individualized coaching that transforms lives and careers. Through an eight-session program designed to accelerate growth, Tina works with leaders who have been feeling stuck and are unsure of the next steps to get what they want out of life. Her program takes people through a framework where they develop clarity, build an intentional plan around what they want in their lives, develop discipline to achieve their goals, manage where they are putting their energy, and reinvent themselves to show their truest self to the world. She guides them through the process and holds them accountable so they can eliminate excuses and become more confident in who they are.

"The first time I talked with Tina we just clicked," Alexis said. "I had never hired a coach before, and I wasn't quite sure what to expect. Tina seemed eager to get to know me. I felt like we connected, she seemed really passionate about her coaching, and she understood what I wanted to get out of working with her."

### **Greater Confidence Throughout and a Promotion Two Weeks After Coaching Ended**

Tina and Alexis began working together in March 2021. Throughout the course of about two months, they focused on building Alexis's confidence and assertiveness as they went through Tina's coaching program framework.

“Tina tailored what she provided to me based on my goals,” Alexis said. “I knew that the content we would be talking about every single week would be relevant to me. I found everything she told me to be applicable right away. Tina is definitely a no-excuses person and wouldn’t let me come up with any excuses for anything until I got down to the root cause. I could tell that she cares very deeply about her clients in the way that she spoke to me and asked questions. She followed up and asked how things were going regularly. She was assertive in a positive way, and since being more assertive was one of my goals, she modeled assertiveness very well. I could tell that she wanted to make sure that I felt comfortable and that I was getting what I needed to keep moving forward each week.”

As Alexis built on her skills each week and implemented Tina’s suggestions, she said her coworkers noticed and pointed out changes they saw in her. They said she was speaking up in meetings and seemed more confident to share her ideas.

Two weeks after their last coaching session together Alexis called Tina with exciting news. She had been promoted from online merchandising manager to ecommerce director of merchandising.

“I was on the path to get promoted,” Alexis said. “I worked with Tina on those finishing touches I needed to get the promotion. My boss said she had seen the changes in my behavior and noticed the things I had improved on. It [the promotion] gave me a sense of renewal and confidence in myself.”

Tina’s coaching continues to help Alexis in her new role. She feels more prepared to share her positivity, have transparent conversations with colleagues, and learn what motivates her team members.

“I’ve seen a big difference in my ability to communicate more effectively with people within the organization,” Alexis said. “I’m no longer worried about what people think or concerned about saying the ‘wrong’ thing. I’m able to have really productive conversations with people and feel more confident while doing it. I have used so many of the things Tina and I talked about in our coaching, and apply them to my new role every day.”

Alexis plans to work with Tina again in the future as she moves through other phases of her life and career.

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those things I needed to get exactly where I was trying to go. And once I'm comfortable where I am and feel ready to move to the next step in my career, I definitely plan to work with Tina again, and go to her for additional advice and coaching. I see her as being a valuable resource for the rest of my life."

Alexis recommends others to Tina without hesitation.

"Tina can help you dig a little deeper and work more quickly than you would on your own," Alexis said. "She can help you figure out what's holding you back, and empower you to move past those things and on to what lies ahead."

## [Sidebar]

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### Results

Alexis Williams, ecommerce director of merchandising

- Alexis and Tina spent about eight weeks working together.
- The cost of the coaching package was \$1,000.
- Due to her promotion, Alexis paid for the coaching package quickly.

### About TPK Consulting

At TPK Consulting, certified professional business coach Tina Paulus-Krause works with leaders and teams at the executive level so they can get clear on their goals, get rid of the things that hold them back, and get moving toward becoming their authentic selves. Learn more by visiting [www.trueyouteams.com](http://www.trueyouteams.com).

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