

CLIENT CASE STUDY

Christina Carter
SVP, Operations
Midcoast Federal Credit Union



INTRODUCTION

Women Taking the Lead began working with Christina Carter when she was 7 months into a new role at a mid-sized credit union. This position and organization was consciously sought after by her to round out her credit union experience, in preparation of pursuing a career goal of becoming the CEO of a Maine-based credit union. She reported that she was, "overextending and taking on too much; feeling guilty spending time with family or taking time off of work." Christina admitted that while she already had the competence to become the CEO of a credit union, she lacked the confidence she knew she would need in the interview process and beyond.

OBJECTIVES

Partnering with Christina, three goals were identified:

- Change the beliefs held around career achievements
- Work toward career goal of applying for CEO positions in Maine
- Develop stronger sense of self-confidence – as a professional, mom, and wife

OUTCOMES

Through this coaching program Christina grew more confident to ask direct questions, delegate to her team, and offer her perspective in high-level meetings. She began interviewing for CEO positions in Maine and has reported that she enjoys the interview process as she learns something new from each experience. With this perspective on the process, she focuses on finding the organization that is a good fit for her drive, skills, and values. She has grown to appreciate that her "quieter" style of leadership is effective and engaging, and exactly what many organizations need from their leaders.

SOLUTIONS

Information Gathering

Christina took the Energy Leadership Index Assessment (ELI) to identify what beliefs she held that were creating her stress reactions, causing her to overextend herself and feel unconfident.

Creating a Foundation

Christina did a visualization to capture her experience at work and home after all challenges were resolved. This gave her a destination to work toward as well as indicators of progress. She also identified strategies to set boundaries and expectations.

Removing Barriers to High Performance

With information gathered from the ELI, Christina was able to discover patterns of thought that were not helpful or healthy. With that information she developed her voice: she spoke up more often and was better able to say no and allocate her personal resources toward her priorities. She mastered the skill of delegating and keeping things delegated.

Hone in On Strengths

Through a values assessment and exercises designed to identify natural strengths, Christina was able to expand her awareness of herself and the value she would bring to any organization. Her confidence has increased and she reports feeling more comfortable in her skin.