



CoachingOurselves for Executives at SBI International

by Marc Antoine Cantin, President at SBI International

SBI International has been using CoachingOurselves for the past four years with great success. President Marc-Antoine Cantin has found that the CoachingOurselves 90-minute modules are the perfect tool for his executive teams. The modules have given them the opportunity to work together on strategic issues guided by conceptual ideas from our library of world-class management thinkers.

SBI specializes in the design and fabrication of residential heating appliances and is based in Quebec with 200 employees.

We started using CoachingOurselves 2011 with our executive team. Each year we ask Warren from CoachingOurselves for recommendations for four CoachingOurselves discussion modules based on our organization's strengths, weaknesses, opportunities, and threats. My management team browses through the discussion module to prepare relevant examples the night before each session.

Team members take turns facilitating. The material has everything you need; world class content from top management thinkers, reflective questions for deep discussions on our situation and what we can do to improve, and timing for each page to ensure we complete the module in 90 minutes.

The results have been excellent. One module, on Globalization opened up our thinking on how different industries globalize leading us to attack foreign markets such as the Czech Republic and Brazil in ways we would not have done before the CoachingOurselves session.

Another module, on Strategic Blindspots, generated heightened awareness of risks inherent in our way of thinking. This led to a shift in priorities which greatly helped reduce risk as we grow the business.

I very much recommend CoachingOurselves for executive and middle management teams. The cost of four 90 minute sessions is far less than sending everyone for a 1 day session in a classroom and the impact of CoachingOurselves is far greater and directly relevant to the needs of medium sized manufacturers like us.

**For more information, contact Warren Cohen at
514-973-3242 or warren@coachingourselves.com**