



KLR Consulting

Inspiring Success in Your Leaders and Teams

Rodan+Fields® | Coaching Success Story

A San Francisco-based skincare company that is redefining the future of anti-aging skincare, Rodan+Fields® also prides itself on changing lives as a social commerce brand.

What started at R+F as a specific coaching engagement for one executive evolved into coaching other senior leaders within the company.

Three Executives, Three Different Challenges

Karyn, Sarah, and SG were leaders in different departments at Rodan+Fields' California headquarters. Each one was struggling with different aspects of leading people, and all were given the opportunity to work with an executive coach.

The company was growing rapidly at the time, and each of these executives was brought in from the outside to lead established teams.

Sarah had some recent personal traumas that were affecting her work.

Karyn's team felt she was too aggressive in her initial approach.

SG was a new manager trying to make changes to long-standing team dynamics.

Executive Coaching – Small Changes for Big Results, Homework, DiSC Assessment

Kristi's coaching process has had an impact for all three executives.

Sarah - "Kristi would give me small steps to try out, basically homework between our coaching sessions. So, for example, one of the 'assignments' was for me to leave work on time two times a week." She said that it seemed like such a minor thing but had a huge impact on her well-being. "My self-care was a big part of our work together. I didn't initially realize that taking care of myself would improve the way I interacted with my team."

"Kristi has this ability to listen, and then ask the right questions, which makes our work together more effective," says Karyn.

Rodan+Fields®

Industry: Direct Selling, Skincare

Challenges:

- Communication
- Transition to leadership role
- Strategic thinking
- Motivating & directing team members
- Recognizing differing work styles/needs
- Contentious interactions

KLR Solutions:

- Executive coaching, customized to each leader
- DiSC assessment
- DiSC coaching

Benefits of KLR Programs:

- Clarified goals & personal vision
- Increased confidence
- Improved communication
- Improved leadership skills
- Improved strategic awareness & ability
- Improved delegation & coaching skills
- Increased understanding of others
- Identify & utilize strengths
- More productive relationships
- Improved decision-making

“Sometimes you need someone else to show you the value you add. Kristi is so good at taking your strengths and amplifying them, so you can have a more profound impact.”

*~ Sarah Miller,
Sr. Director, Rodan+Fields*

For SG, Kristi started their work with structured forms, identifying what to talk about, what the current issues were, getting to know her work style and understand the context surrounding her work and her team. “Once we had been working together for a while, that kind of structure wasn’t as critical, and we were able to work on whatever was important in that moment.”

In each case, Kristi’s listening skills helped to build trust quickly, while the “homework” gave the executives actionable steps to create real results.

Kristi also took the executives and their direct reports through the DiSC

assessment. “The DiSC is very helpful, and a lot of that is the way Kristi walks through your results with you,” says Karyn.

Sarah says, “It helped them understand my behavior and I was able to better understand what they needed from me as leader. I could see my triggers and, say, go for a walk instead of marching into a direct report’s cubicle and demanding answers.”

Improved Leadership Skills, Personal Growth, and Awareness

All three executives improved their leadership skills, grew as people, and increased their awareness of both themselves and others around them.

Karyn learned to communicate more clearly, and less aggressively. “I was raised in the Midwest, but spent the early part of my career in New York City, which is wildly different from the West Coast. In New York, in a meeting, you just get right down to the work. Here you need to spend some time on the small talk and personal stuff.”

Kristi provided powerful personal support as well. “Beyond the specific work we did, Kristi made me feel seen and heard, and like I mattered. She didn’t judge me for my flaws, and her approach made it easier for me to see, and work on, those flaws. She can point out flaws and help you evolve in a way that feels safe; I never felt criticized by her feedback. And I never felt judged! Her whole process is very positive and proactive.”

Sarah came to the realization that, while she was a capable leader, and could enhance that ability, she didn’t really want to lead. “My ‘super power’ is an ability to intuit what people need, or will need, and help make companies a ton of money through that. I really enjoy the creative aspect of product development.”

“Thanks to Kristi, I am leading with greater confidence and more curiosity now.”

*~ SG,
Sr. Director, Rodan+Fields*

For SG, the coaching helped illuminate that she not only likes to lead people, but she also truly enjoys coaching them and helping them work to their strengths. She knows herself better and is clear on what she does and doesn't want to develop. "I would say I have more clarity around what I want in my career, and I am leading with greater confidence and curiosity. Plus, I've learned how to optimize my communications up the ladder, with the senior leaders above me. Kristi has a lot of compassion and understanding. She holds space for you to be you, and yet to grow. This was a really good experience!"

"Kristi is one of the most genuine and thoughtful people I've ever met. She has this ability to listen and then ask the right questions, which makes our work together more effective."

*~ Karyn Durkin,
Sr. Director, Rodan+Fields*

Learning Translated into Action

All three executives have developed a greater understanding of their own abilities, how they lead, and what they need to focus on going forward.

Sarah says it best, "Sometimes you need someone else to show you the value you add. Kristi is so good at taking your strengths and amplifying them, so you can have a more profound impact."

To learn more about KLR Consulting and how we can help you, visit our website at www.klrconsulting.com