

ELYSIAN HOLIDAYS LTD. COACHING CASE STUDY

Elysian Holidays is a world-wide villa accommodation specialist holiday company, renting villas on the Greek Islands, in Spain, Mallorca, Menorca, Portugal, Italy, Cyprus, France, Morocco, Costa Rica, Tobago, Caribbean, Mexico, Cuba and Thailand; where all the properties are hand picked and most are visited by either Maxine Harrison (owner of Elysian Holidays) or another member of staff.



www.elysianholidays.co.uk

When Barbara Dalpra, qualified Master Coach with The Nyasa Partnership Limited and Accredited Fellow Coach (ECI), accredited through The European Coaching Institute started working with Maxine as her coach, the business was facing a number of challenges.



These challenges were triggered by a number of events, for example the impact of 9/11 where people didn't travel



as frequently or as far in the months immediately afterwards; and the exchange rate fluctuations of both the Euro and the US \$.

The initial coaching sessions were scheduled to provide Maxine with the opportunity to clearly define the business goals, her goals within the business and her personal goals.

Once these were clearly defined, Maxine with the support of her coach, Barbara, started to work towards achieving these goals. To achieve this each goal was broken down into manageable chunks and as such into smaller goals. During the coaching sessions, each smaller goal was addressed and a number

of steps discussed and actions agreed. As each smaller goal is achieved the longer-term goals defined initially are coming closer.



Now that the Elysian Holidays goals are being achieved, Maxine has recently defined a further growth plan, which includes an element of diversification; and the initial steps have been taken to achieve these new goals.



When asked, Maxine defined the benefits of coaching as the support that assists in providing clarity, boosts her confidence, and enhances her ability to prioritise. She says that as coaching gives her the opportunity to discuss all areas of her business and personal life with someone who is non-judgemental, the role of business manager no longer leaves her feeling alone especially when it comes to making decisions. She added that one loses any fear of the future.

July, 2005

Notes:

- ❑ Elysian Holidays Ltd. is based in Tenterden, Kent and has been in the villa accommodation business for the past 12 years. Further information about Elysian Holidays Ltd or their experience of coaching can be obtained from Maxine Harrison. maxine@elysianholidays.co.uk. Tel.: 01580 766599.
- ❑ Further information about The European Coaching Institute can be obtained from Andrea Waterhouse. pr@the-eci.org. Tel.: 07989 980210
- ❑ Further information about The Nyasa Partnership Limited can be obtained from Barbara J. Dalpra. barbara.dalpra@nyasa.co.uk. Tel.: 0870 243 0131

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The Nyasa Partnership Limited
Winsford House, Brooke Road,
Ashford, Kent TN24 8HN, United Kingdom



Tel. +44 (0)870 243 0131
Fax.: +44 (0)870 134 8609
www.nyasa.co.uk

Registered in England and Wales: 4036851

VAT No. GB 754 0541 45