

CASE STUDY

Strengthening Executive Presence and Team Leadership Through Coaching

Client: Philip Bartos, Head of Key Accounts for Vision Care UK&IE, Alcon

The logo for Zestfor Alcon features a cluster of colorful dots in shades of blue, green, and purple to the left of the text. The word "Zestfor" is in a bold, sans-serif font, with "Zest" in green and "for" in white. The word "Alcon" is in a larger, bold, white sans-serif font.

Outcomes

- ✓ Stronger executive presence
- ✓ Improved team communication and alignment
- ✓ Greater self-awareness leading to authentic leadership

Client Overview

Philip Bartos is the Head of Key Accounts for Vision Care in the UK and Ireland at a leading international pharma and medical device company. With over seven years in the organisation and two and a half years in his current leadership role, Philip oversees a dynamic, high-performing team navigating change and complexity across markets.

The Challenge

Philip sought coaching to refine his leadership approach, particularly in three key areas:

- Enhancing his executive presence and gravitas
- Strengthening team coaching through the right balance of support and challenge
- Developing self-awareness and emotional agility amidst organisational change

With growing exposure to senior leaders and increasing expectations, Philip needed a structured, yet personalised, approach to step into his evolving leadership role with authenticity and confidence.

The Solution: One-to-One Coaching from Zestfor

Over a six-month programme, Julia from Zestfor provided tailored one-to-one coaching sessions that were highly individualised and results-focused. The process included:

- An initial goal-setting session aligned with Philip's manager
- Use of self-awareness tools and psychometric assessments
- Structured frameworks such as the High Support/High Challenge model
- Regular feedback loops between Zestfor, Philip, and his manager

Crucially, the Zestfor coach created a psychologically safe space that allowed Philip to receive raw, unfiltered feedback – a turning point in his development.

Breakthrough Moments

A pivotal breakthrough came mid-way through the coaching journey, when Philip began applying insights from feedback not only at work but in his personal life. This practical application of authenticity helped him reconnect with his natural leadership style – rediscovering and embracing his strengths rather than overcompensating in areas of lesser energy.

The High Support/High Challenge model also made an immediate impact, helping Philip transform how he set expectations with his team and improved the structure and clarity of communication across the board.

Key Results and Impact

- 1. Elevated Executive Presence:** Clear improvements in gravitas and leadership visibility, recognised by both peers and senior leaders.
- 2. Stronger Communication:** More effective conversations with the team and across functions, leading to faster decision-making and better outcomes.
- 3. Team Alignment and Performance:** Improved structure, clarity and consistency in communication helped reduce ambiguity and prevent overwhelm during peak periods.
- 4. Authentic Leadership Style:** Philip now leads with greater confidence and authenticity, aligned with his personality strengths and organisational culture.



Philip's Reflections



“Coaching was an honest eye-opener. Julia from Zestfor gave me the space to reflect deeply, but also provided practical tools I could apply right away. The experience was fully personalised – it wasn't a textbook process, it was about me, my needs, and my goals. The feedback I've had from my team and leadership shows the impact has been real and lasting.”

“I now approach my leadership role with more confidence, clarity, and presence – and that's something I'll carry forward in my career.”

Philip Bartos, Head of Key Accounts for Vision Care UK&IE, Alcon

Advice for Others

Philip's advice to others considering coaching: “Commit fully. Don't just show up – carve out time to reflect, apply the learning, and invite honest feedback. That's when the transformation really happens.”

Moving Forward

Philip continues to revisit coaching materials and remains open to feedback as part of his growth. He's committed to leading with clarity and purpose, and ensuring his team thrives through supportive challenge and clear expectations.

Ready to Transform Your Organisation's Leaders?

At Zestfor, we specialise in helping leaders and managers in technical and scientific organisations like Alcon achieve success through bespoke executive coaching. If you're ready to empower your leaders, guide them through change, and elevate their performance, we're here to support you.

Contact us today to discuss how we can tailor a solution to your unique challenges.



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Let's create a culture of success together!