



Case Study Spotlight

Berlineaton

**How Coaching Skills
Strengthened Client
Capability & Internal Culture**



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The Challenge

Berlineaton, a Canadian consulting firm, **noticed** a growing **shift: clients increasingly wanted coaching support alongside traditional consulting**. Managing Partner, Shelly Berlin, chose The Art & Science of Coaching™ to meet this need, drawn to Erickson's structured yet flexible approach.

- Clients needed deeper engagement, not just advice
- Consulting handovers required stronger ownership and long-term capability
- The firm wanted a more feedback-rich internal culture
- Senior leaders needed tools to guide conversations more effectively

"Clients were increasingly seeking coaching services, and I wanted a professional designation that aligned with how I learn and lead."

The Approach

Shelly and her team now integrate coaching directly into consulting by:

- Building client capability and independence
- Supporting smoother transitions of project responsibilities
- Offering one-on-one and group coaching sessions
- Providing Executive Coaching for long-term development



Practical Example

A board seeking stronger governance skills participated in a half-day workshop where Shelly replaced the typical presentation with inquiry-based group coaching. Clients worked through real scenarios, explored options, and uncovered solutions themselves, accelerating learning far beyond traditional consulting.

Results

- **Faster** skill development and more collaborative clients
- **Greater** readiness to handle future challenges independently
- **Stronger** internal mentorship and consultant development
- A more open, **feedback-driven** culture

“Coaching skills are invaluable tools in a consultant’s toolkit. They offer a different approach to communication and interaction, enhancing our ability to help clients achieve their deliverables.”

Key Learnings

- **Coaching amplifies consulting**, it doesn't replace it
- **Inquiry builds more durable capability** than instruction
- **Clients own solutions more fully** when they generate them
- **Coaching strengthens both external engagements and internal culture**

Contact

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Interested in a customized coaching solution for your business?

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