



## CASE STUDIES

# Teenage Art Prodigy Shines in the International Spotlight

A teenage art prodigy propelled onto the international media stage needed help unveiling a national peace monument to John Lennon, which held natural international acclaim.

After working with Connie Dieken, she was able to overcome her personal obstacles and handle the scrutiny of the media and shine as a professional.

## Client's Goals

The client would be unveiling a national monument to legend John Lennon in Liverpool, England, alongside Julian Lennon, and wanted to use this opportunity to vault her artistic career into the public eye.

## Main Challenges

Being a prodigy, the client's creativity was abundant and working with abstract concepts and things was second nature. Dealing with people, however, was not and the risk of a negative unveiling could take her down to a starving artist.

She was unaware of how her facial expressions and mannerisms were visually communicating a general disinterest and unapproachability. Vocally, she lacked energy and inflection, contributing to the image that she lacked warmth or was fearful. And even though she could feel this reaction in others, she couldn't understand what to do about it, which diminished her confidence even further.

To amplify matters, she was getting bad advice and guidance, which needed to be unlearned.

## QUICK FACTS

Position: Artist

Industry: Art

Company Size: Individual

---

**CONFIDENTIALITY:** Due to the sensitive nature of executive coaching, individual client names are protected.

## Connie's Solutions

In order to prepare the client, she needed to improve:

→ **Media Skills**

» Interview Preparation

→ **Presentation Skills**

» Speech and Delivery

## Results

Connie began by demonstrating how the client came across to others. Through demonstration, she was able to help her understand that her confidence issues were within her control. Through practice and mindful attention to her behaviors and mannerisms, she learned to boost her perceived image, resulting in a confidence-building, positive feedback loop.

Connie guided her speech and vocal development to speak more powerfully with conviction and warmth. She taught her techniques to prepare for the cameras and questions to keep her on message throughout the media process.

After coaching with Connie, the client became a media darling. The credibility and genuine persona she shared with the media helped to elevate the monument honoring peace and John Lennon. The instant positive media attention helped to propel her career into new heights having worked on many creative art projects for major patrons.

Her calm and collected demeanor had ripple effects as she shared her methods with Julian Lennon who remained calm backstage prior to the unveiling.