



Connie Dieken

transforming LEADERS into INFLUENCERS

## CASE STUDIES

# Young Financier Secures Billionaire Clients Through Influence and Integrity

A newly appointed CEO of an international financial firm had a lot to prove to his board and his company. His youth had overshadowed his intellect and his leadership abilities.

In working directly with Connie Dieken, he was able move the conversation toward his influential leadership and ability to grow the firm's business.

## Client's Goals

The client needed to prove himself and had a plan to cut years off the company's growth curve. With his rapid expansion strategy, he needed it to be sustainable, but needed to get in front of the right investment audience and garner credibility.

## Main Challenges

The client would be presenting at a private wealth conference, comprised of individuals on the Forbes 400 list of the nation's wealthiest individuals, each with a net worth of at least \$1 billion.

Upon evaluation, the problems were clear.

His executive presence was underwhelming and his delivery lacked any power or conviction, making it impossible to connect with his audience. His message was also poorly organized, which would leave audiences confused as to what he was trying to convey and unable to take the action he wanted.

## QUICK FACTS

Position: CEO

Industry: Financial

Company Size: Private

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

## Connie's Solutions

The client needed to look and sound more influential. In order to do this, he needed to improve:

### → Leadership Skills

- » Executive Presence

### → Presentation Skills

- » Speech and Delivery
- » Audience Insight
- » Message and Organization

## Results

After multiple coaching sessions with Connie, the client scored positively in his presentation, resulting in prospects and deals. The event organizers and his sponsors credited Connie for the expert insights and coaching that turned the presentation around.

In the end, the client achieved his goals by gaining the investors he needed to accelerate growth.

Connie gave critical insight into his audience and how they needed their message to be organized and heard. She showed him how he was being perceived by others and the techniques he could use to shift that perception and command his audiences' attention.

Through Connie's coaching, he was able to harness his personal strengths to find where he could connect with and influence his audience to secure and close deals.