



Connie Dieken

transforming LEADERS into INFLUENCERS

CASE STUDIES

Prepping for Guest Appearances on MSNBC's *Morning Joe* and CNBC's *Mad Money*

You might expect that the CFO and Vice Chairman of a successful Fortune 500 company to naturally speak with memorable impact, but it's rarely the case.

In working directly with Connie Dieken, the client was able to communicate intelligent, succinct statements that transformed his media appearances into powerful sound bites.

Client's Goals

The client was no stranger to the spotlight and was called upon to offer his insight on many financial television programs. He wanted to connect and come off as memorable, while not diminishing the substance of his message.

Main Challenges

In past appearances, the client came across as hyper-intelligent and could connect with any peer intellectually. The main problem was he wasn't able to leave a lasting emotional impact with anyone who didn't share the same knowledge base. And in the media world, this translates into your entire message being ignored.

He needed to understand the basic techniques of studio recording, the teleprompter and the impersonal satellite interview. Because the audience was behind the camera, he didn't understand how to communicate beyond it and use the interviewer's energy as your guide.

QUICK FACTS

Position: CFO

Industry: Manufacturing

Company Size: 70,000+

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

Connie's Solutions

In order to prepare for his media appearances, he needed to improve:

→ Leadership Skills

- » Executive Presence

→ Media Skills

- » Interview Preparation

→ Presentation Skills

- » Speech and Delivery
- » Message and Organization

Results

Connie gave him the tools he needed to understand different media formats and the different hosts. He learned how to remain himself with his thoughtful, intelligent responses, but tailored his delivery more succinctly, making each statement a quotable sound bite.

Connie taught him to leverage his own personality to inject some warmth as a transfer of emotion to the audience. This worked especially well in situations with an animated personality, such as Jim Cramer.

Connie taught him effective techniques to manage his speech and the teleprompter so he sounded natural, powerful and on message.

The client learned the secrets behind television news and opinion shows and how he needed to behave and speak in order to come across as a powerfully intelligent leader. He elevated his own image and that of his company in the public's eye.

As an added benefit, he was able to use what he learned to better communicate in his major board and analyst meetings.