



Connie Dieken

transforming LEADERS into INFLUENCERS

CASE STUDIES

National Industry President Becomes the Most In-Demand Speaker in His Industry

The president of a national industry organization needed to prepare for a speaking tour at high-profile industry events.

In working directly with Connie Dieken, he transformed himself from an occasional speaker into the most in-demand speaker his industry has ever had.

Client's Goals

The client needed intensive preparations for speaking and presenting to audiences of more than 2,500 people. He wanted to elevate his keynotes to inspire action and change the hearts and minds of his audience.

Main Challenges

As the head of a major trade organization, many leaders and companies he represents look to him for knowledge and guidance. Because of his role and the events he was addressing, his keynotes needed to deliver the current state of the industry, his unique insight and energize the industry.

Because his speeches were prepared by his organization, his delivery came out dry and lacked the impact he wanted to make. Evaluating his content and message, he wasn't properly addressing the issues that mattered most to his audiences, leaving them without energy he needed to impart. He also had never presented to audiences of this size and frequency, leaving him without the right preparation techniques and process.

QUICK FACTS

Position: President

Industry: Trade Organization

Company Size: Private

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

Connie's Solutions

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

→ Leadership Skills

- » Executive Presence

→ Presentation Skills

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

Results

Connie became versed in the challenges and opportunities facing the industry. She helped the client reshape and restructure the message to leave the impact and power to act that he wanted the audience to experience.

While utilizing live practice sessions to simulate large audience speaking, she taught him how to command attention and improve his executive presence. He was able to speak with his own personality and energy, which translated into passing that passion on to his audience.

And to ensure he was able to deliver information rich keynotes with energy, she showed him how to use a teleprompter effectively to stay on message, while not giving off the appearance of reading.

After months of coaching sessions with Connie, the client delivered all his keynotes with the impact and energy he wanted. Audiences rewarded him with the accolades, showing him he'd reached the lasting impression he desired.

His results went far beyond what he anticipated. In the end, word-of-mouth spread so rapidly that he became the most in-demand speaker in his industry. He also became the go-to person in the media and is frequently quoted in national publications. And to top it off, the exposure allowed him to expand his business into additional locations throughout the nation.