



Connie Dieken

transforming LEADERS into INFLUENCERS

CASE STUDIES

Effective Leadership Starts with Becoming Influential Leaders and Communicators

Vistage, the world's largest CEO organization, is an organization dedicated to the continued growth and membership of the most common, but critical business commodity: leadership.

Headquartered in San Diego, California, they are a membership-only organization and currently connect 15,000 members in 15 countries.

Client's Goals

As part of an All-City Event, the company needed a speaker with a focus on transforming leaders into influential leaders and communicators. They also wanted to better understand the dynamics of leadership communication in continued growth of their member businesses.

Main Challenges

Leaders in their member businesses were going sideways while communicating with their teams and had lost their way in successfully navigating and managing these conversations. Many problems being faced in their leader members stemmed from the quickened pace of our economic conditions, so communication techniques have quickly taken a back seat resulting in an inability to help mentor and improve performance.

QUICK FACTS



Industry: Management

Audience Type: Chief Executives

Audience Size: 250

Leadership communication challenges extended to internal issues between boards and teams, but also to external customers facing issues. To add to this, many of the executives were also part of family-owned businesses, so communicating the family dynamic in the workplace also needed to be factored in.

Connie's Solutions

They needed a keynote, but also needed the relatable personalization that Connie provided. Connie quickly solved the core missteps in becoming influential communicators and leaders and helped them:

- To avoid loss of key talent within their organization
- By giving them the tools to effectively move their businesses forward
- Learn key skills to attract partnerships and potential buyers

Results

Connie helped the audience to gain a new level of commitment and trust through demonstrating the true dynamics of communication. She also focused on their level of impact and helped them take ownership over their communication and have the courage to bring their ideas to the table. By doing so, she put a spotlight on the barriers of sharing big picture ideas and the false tactical reasoning holding back an open communication strategy.

Connie's keynote delivered pragmatic takeaways that their leaders applied right away. She walked the crowd delivering personalized guidance within a large, open audience. She also provided the audience with a metric to quantify communication successes and missteps.