



Connie Dieken

transforming LEADERS into INFLUENCERS

## CASE STUDIES

# Influencing the Team Dynamic to Break the Ideation Barrier and Build a Culture of Growth

The world's largest timeshare company chose Connie Dieken to deliver a keynote which could change how the leadership team interacted with each other.

The company, a subsidiary of Wyndham Worldwide, provides a wide range of services related to the timeshare business, including developing, selling, financing and managing of vacation properties.

## Client's Goals

The company wanted to give the leadership team a full understanding of idea generation and an open culture of sharing ideas, in addition to learning how to execute on new idea building strategies.

## Main Challenges

A primary challenge was bringing new ideas to the table because of not wanting to be wrong. They had become fractured by turnover and there was not enough trust or open communication to challenge decisions.

At the same time, those with great ideas or new ideas were reluctant to bring them to the table due to fear of rejection. And with differing personal styles, their people needed to build their ability to interact with each other.

## QUICK FACTS



Industry: Hospitality

Audience Type: Executives

Audience Size: 150

## Connie's Solutions

Connie customized her *Talk Less, Say More* keynote so the audience understood each other's unique differences and how they each play a part in the success of one another. She shared that different personalities are not to be feared but praised because of the unique perspective each leader could bring to the table.

## Results

She demonstrated the power of building relationships in idea generation, so that all ideas can be safely brought to the table and discussed without fear. She showed how each person is responsible to build trust in the group, and by building trust, others can resonate and influence one another. In shifting their thinking towards becoming influential, they can create a safe place for ideas to be discussed freely.

By providing tools and training items, Connie helped the leadership team to understand the difference between reporting and instructing each other versus influencing each other to make best decisions. The audience understood the difference between confidence and self esteem and could be individual leaders as well as part of a team.