

Case Study

WadeYounger.com

TheValueWave.com

Effective Leadership Starts with Communication Skills

Services

Needs Analysis
Change Management
Process Improvement
Coaching
Innovation Clinics
Strategic Planning
Implementations
Personal Development



"Much more than a conference speaker."

Scenario

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.

Goal

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.

Challenge

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.

Leadership communication challenges extended to internal issues between boards and teams, but also to external customer 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.

Solution

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

- Helping them to avoid loss of key talent within their organization
- Giving them the tools to effectively move their businesses forward
- Helping them learn key skills to attract partnerships and potential buyers.

Results

Wade helped the audience to gain a new level of commitment and trust through demonstrating the true dynamics of communication. He also focused on their level of impact and helped them take ownership of their communication and have the courage to bring their ideas to the table.

By doing so, he put a spotlight on the barriers of sharing big picture ideas and the false tactical reasoning holding back an open communication strategy. Wade's keynote delivered pragmatic takeaways that their leaders applied right away. He worked the crowd delivering personalized guidance within a large, open audience. He also provided the audience with a metric to quantify communication successes and missteps.