

# Case Study

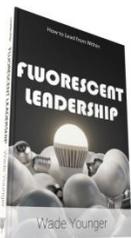
WadeYounger.com

TheValueWave.com

## New CEO has a Lot to Prove on the New Appointment

### Services

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



*"Much more than a conference speaker."*

### Scenario

A newly appointed CEO of an international financial firm had a lot to prove to his board and his company. His youth had overshadowed his intellect and his leadership abilities.

In working directly with Wade Younger, he was able to move the conversation toward his influential leadership and ability to grow the firm's business.

### Goal

The client needed to prove himself and had a plan to cut years off the company's growth curve. With his rapid expansion strategy, he needed it to be sustainable, but needed to get in front of the right investment audience and garner credibility.

### Challenge

The client would be presenting at a private wealth conference, comprised of individuals on the Forbes 400 list of the nation's wealthiest individuals, each with a net worth of at least \$1 billion. Upon evaluation, the problems were clear.

His executive presence was underwhelming and his delivery lacked any power or conviction, making it impossible to connect with his audience. His message was also poorly organized, which would leave audiences confused as to what he was trying to convey and unable to take the action he wanted.

### Solution

The client needed to look and sound more influential. In order to do this, he needed to improve:

- Leadership Skills - Executive Presence
- Presentation Skills - Speech and Delivery
  - Audience Insight
  - Message and Organization

### Results

After multiple coaching sessions with Wade, the client scored positively in his presentation, resulting in prospects and deals. The event organizers and his sponsors credited Wade for the expert insights and coaching that turned the presentation around. In the end, the client achieved his goals by gaining the investors he needed to accelerate growth.

Wade gave critical insight into his client's audience and how they needed their message to be organized and heard. He showed his client how he was being perceived by others and the techniques he could use to shift that perception and command his audiences' attention.