

CASE STUDY

Fast-Rising Director Avoids Burnout and Re-energizes for Greater Competitive Advantage



Featuring Keven Mabey, Director, Competitive Intelligence and Strategy

■ THE CHALLENGE:

Keven was recently promoted into the director role, which created a significant increase in visibility, workload, and the need to better strategize with more influential department connections. He was experiencing greater anxiety and uncertainty with needing to communicate true insight beyond data sets with key decision-makers inside his organization.

▲ THE SOLUTION:

- ✓ An Executive Coaching engagement that includes the CliftonStrengths® Assessment and an in-depth narrative 360-degree Assessment.
- ✓ Customized aspects from the Impact Playbook Leadership & Influence Accelerator to focus on Strengths-Based Career Strategy, Leadership Presence, Leadership Style and Impact, Strategic Influence, Self-Care in Tech, Personal Branding, Stress Management & Mental Fitness, and The Art of Integrating Work with Life.

◆ THE RESULTS:

- Greater clarity on how to better engage with key decision-makers for his organization.
- A more insight-driven strategic approach to presenting data for greater competitive intelligence.
- Decreased anxiety and stress, a healthier sense of fulfillment, increased trust, and a renewed enthusiasm to be a leading director into the future.

○ TESTIMONIAL:

"I probably would've quit [within the first year] because I wouldn't have known how to effectively manage myself in this new role. I probably would've put a lot of the blame on [my company] because I felt like I was being pushed and asked for so much and I wanted to deliver, but I didn't know the right tools and resources to figure out how to just be an effective leader in this new role. After working with RLD Group, I have now found my voice and can lead a true collaborative effort with key decision-makers to best share my expertise. I am now energized and empowered to lead my department forward with confidence and clarity."

- Keven Mabey

Disclaimer: These documented results of this case study are intended to illustrate the potential results of solutions offered by RLD Group, LLC and cannot be a guarantee of future results.