

CASE STUDY

VP of Multi-Continent Commercial Sales Achieves Most Profitable Year to Date



Featuring Jodie Mattinson, VP of Americas Commercial Sales

■ THE CHALLENGE:

As the VP of Commercial Sales covering North and South America, Jodie recognized the dual impact of his role responsibilities as well as his personal brand influencing outcomes and opportunities for his company. He wanted to elevate how he communicated with executives in a more strategic, diplomatic way that helped streamline the key accountabilities for his role.

▲ 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, Navigating Company Politics, Personal Branding, and Building Leadership Pipeline.

◆ THE RESULTS:

- Streamlined the successful transition of responsibilities covering South America.
- Elevated leadership impact beyond pure metrics-driven performance to a fully human empathetic leadership model.
- Generated the greatest year of profitability to date for Jodie and his team.

○ TESTIMONIAL

"It was the best decision because you don't know what you don't know. I was taught a lot of things by RLD Group that I didn't know on the way to approach how I lead and show up as a person. The return of investment is absolutely valuable in how I learned how to engage with my leadership and team in a different way. It's been my best year ever - and the numbers have moved, in part, because of what I experienced with RLD Group."

- Jodie Mattinson

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.