

The Grassroots CEO Case Study

How Carol Broke Through Stagnation to Build a Personal Brand of Excellence That Rewrote Her Future



CHALLENGE

Carol was a top performer at her Fortune 500 company with very clear goals and innovative strategies. However, she had reached a plateau in her career that she knew was tied to her ability to adequately showcase her skills. Specifically, she wanted to project a more confident leadership presence to the CEO, the board, and in panel interviews, podcasts and presentations.

THE GRASSROOT CEO'S TRANSFORMATION STRATEGY

Scoping the Summit

First, The Grassroots CEO developed a coaching plan that helped Carol clearly define her career goals and visualize the positive impact her executive presence would have on the company.

Taking Stock at Basecamp

The Grassroots CEO worked with Carol to help identify the qualities of a self-possessed and clear-eyed executive that were within her waiting to be discovered.

The Ascent

After developing her unique story, we worked together to articulate her narrative of professional excellence and demonstrate her expertise in an authentic and compelling manner.

RESULTS

Conference Superstar

After a powerful presentation at a key conference, the CEO praised Carol's originality and delivery, calling it "the best presentation of the day."

Local Hero

Her participation on a prestigious gender diversity panel resulted in a highlighted mention in a major newspaper article.

LinkedIn Leader

Carol's professional profile was elevated by praise from the CEO and leadership team on LinkedIn's influential platform.

CONCLUSION

Thanks to The Grassroot CEO's strategic coaching, Carol is well on her way to reaching the peak of success. She now serves on an influential executive committee and has gained the highest ranking female CEO as her mentor.