



KAY CANNON

CASE STUDY: INDIVIDUAL EXECUTIVE COACHING; BROADCASTING SECTOR

(Television Sales Manager in Top 15 Media Market)

The Challenge: Having cut her teeth in a dysfunctional sales environment for a major network in New York, this sales manager's early role models were very old school, put-the-hammer-down sales managers who would curse, cajole and berate their team members into meeting their numbers, but also creating a lot of collateral damage. Now, a sales manager for a television station, this executive became known as "The Screaming Bulldozer". Inevitably, a number of her people no longer wanted to work with her. She was hard on them, and a level of distrust entered into her relationships. Her sales numbers were excellent, so instead of moving her out, her general sales manager initiated a program of training and coaching with Kay Cannon.

The Assignment: Kay worked with this Type A sales manager to recognize how she could be at her best, enhance her relationships with others, create less collateral damage, and achieve greater results. All of this was done using Kay's proprietary system, the Diamond Ingenuity Program.

The Result: Since implementing the Diamond Ingenuity System, the sales manager's supervisors have acknowledged her remarkable change. And so have her people. By changing her approach to one of love and trust, asking the right questions and seeking solutions, she has become more collaborative and effective. And she owes much of this change to her work with Kay. And, her reputation as the Screaming Bulldozer has been retired.

Testimonial: In the sales manager's own words:

"When things were positive, my approach was fueled by high energy emotion. But, if things became stressful – as they typically are in a sales environment – this emotional approach became overbearing and dramatic. When there was a challenge, I'd crank up my behavior too much.

Kay's Diamond Ingenuity System has unlocked for me a tremendous vision. It's made such complete sense. It's so simple and elegant. Once I adopted this approach, it's helped in literally every situation, especially with difficult personalities. In a number of tough situations I was able to find an individual's emotional anchor and help them work through it. The results were always positive.

People really do mirror the styles of the people they are talking to. Now, in approach my account executives, and our clients, with love and trust, I experience the same in return.

Kay has taught me to breathe. I've been through all of it. Training, therapy, you name it. But, Kay's system hit with me. I could use it immediately, and see the changes and results immediately.

*Kay is very gifted. She connects so deeply. She understands at a very deep level. She **hears**.*

The Diamond Ingenuity System is a true competitive advantage. Kay is a true competitive advantage. But, more than that, I've come to trust Kay as a friend I can count on. My life has changed professionally and personally because of Kay."