



LEADERS CAREER ACCELERATOR

Case Studies

Signature Solutions: Transformational Leadership Development



Signature Program

Helps SHRM Elevate Leaders' Presence and Impact

Introduction and Background

How can mastering your brand and executive presence empower you to influence key stakeholders and elevate your role to a trusted advisor?

Personal branding sets you apart, while executive presence demonstrates your ability to engage in meaningful conversations. Together, these elements showcase your value to leaders.

To help leaders enhance their impact, S. Renee developed the program "UnBottle Your GENIE: Design Your Brand Action Plan," testing it in four cities. The results indicated a significant acceleration in participants' personal and career success. As she presented the program to various organizations, it gained traction and was eventually introduced to the Society for Human Resources Management (SHRM). After minor adjustments and a name change to "Powerful Leaders: Transform Your Personal Brand and Executive Presence," the program launched as a three-day development experience for senior leaders at SHRM's national conference and online, yielding impressive outcomes.

The program includes storytelling, interactive exercises, and group discussions, transforming leaders into trusted advisors. High-performance leaders across sectors such as technology, government, and finance have embraced it and reported remarkable results.

Experience with the Program

Participants in S. Renee's program have consistently praised the transformative experience it provides. Here are some key highlights from their feedback:

- **Feedback from Leaders:** SHRM leaders and participants strongly appreciate S. Renee's program. One leader noted, "S. Renee has been an incredible partner in helping us deliver a dynamic, inspiring, and powerful educational experience." Another VP highlighted the program as a "unique and profound educational experience."
- **Commitment to Growth:** The program fosters a commitment to continuous self-reflection and personal development. One participant shared, "I'm focusing on the 'why' and reminding myself that I am good enough," demonstrating their dedication to applying the lessons learned.
- **Real-World Application:** The insights gained from the workshop empower leaders to implement what they have learned in real-world situations. Participants leave with practical tools and strategies reinforcing the program's lasting impact.

Results

The results of S. Renee's program speak volumes about its effectiveness. Here are some notable outcomes from participants:

- *"You impacted me so much that I've been promoted twice. I had my dream job and was promoted to the role I never dreamed of having."* VP, HR, McLane Company
- *"I remember taking your course at SHRM in Las Vegas. It was a great session! I still have all your materials and find them valuable."* Sr. VP President, HR, LPL Financial
- Many participants reported increased visibility within their organizations, leading to new opportunities and enhanced influence in decision-making processes.

Conclusion

The "Powerful Leaders: Transform Your Personal Brand and Executive Presence" program has proven to be a vital experience for professionals seeking to elevate their presence within their organizations. By focusing on the critical elements of personal branding and executive presence, S. Renee equips participants with the tools they need to increase their impact and influence throughout the organization.

The overwhelmingly positive feedback from SHRM leaders and participants underscores the program's effectiveness in fostering personal and professional growth. Attendee success stories, such as promotions and enhanced visibility, demonstrate that the program inspires and empowers leaders to take actionable steps toward achieving their career goals.

As professionals continue to apply the insights gained, they confidently step into their roles as trusted advisors, ensuring their voices are heard and valued. For anyone looking to make a lasting impact in their career, investing in personal branding and executive presence through this program is the right step toward success.



Executive Coaching

Enriching Engagement to Reduce Flight Risk

Background

Leadership recognized the need to increase engagement and secure a succession plan by reducing the flight risk of a high-performance leader. To achieve this, the company hired Executive Coach S. Renee to assist a promising leader in exploring career growth opportunities within the organization.

Methodology

The coaching process involved:

- Collaboration among the leader, her manager, and human resources to discuss the coaching opportunity.
- Review performance records.
- Provide a detailed report outlining strengths and growth areas.
- (6) coaching sessions

Key Findings

The leader combines high standards with empathetic leadership. She sets clear performance metrics and meticulously manages details, inspiring her team to strive for excellence. Her ability to navigate ambiguity well and focus on root causes allows her to tackle challenges effectively. She builds trust and fosters strong connections with stakeholders. Her problem-solving skills and willingness to embrace innovative solutions contribute to the organization's long-term success.

Despite her strengths, she needed to craft and communicate a compelling vision to increase her influence while delegating responsibilities to achieve more. Elevating her leadership required her to provide her team with stretch assignments that would foster their growth. A long-term, strategic perspective was needed to drive significant impact.



Transformation and Results

Through coaching, the leader experienced significant personal and professional growth. She stated, *"I have become more positive and proactive, taking on more responsibility as a business leader. I developed a plan and started the promotion process for leaders on my team. To focus on strategy, I'm giving my directs more responsibility. I've also secured our future leadership pipeline. Finally, I'm putting more effort into what I'm passionate about. I can now provide the division with its innovation roadmap toward 2030."*

Customer Response

"Coaching helped me find a way to have a greater impact on the business. I'm now traveling internationally to share my 3-year plan with key stakeholders. I've learned that clear goals and actions will drive changes and deliver results."

Her leader observed, *"The main opportunities were more proactive engagement with global leaders and contributions to the broader operation. I see improvements in both areas. She now travels and communicates frequently with global stakeholders, encouraging her team to do the same. This has earned significant trust from global teams and positively impacted business results."*

Conclusion

Targeted coaching can empower leaders to enhance engagement, embrace responsibility, and drive strategic organizational initiatives. Focusing on personal growth and team development reduced flight risk by creating interest and exploring opportunities in her current role.

Data Underscores Our Success

98%
coaching success

+93
net promoter score for workshops

95%
customer return rate

Customized Program Transforms Culture and Cohesion at Merrill Lynch

Background

This case study explores how S. Renee Smith transformed the workplace dynamics at Merrill Lynch, leading to remarkable improvements in employee morale and productivity. “A Merrill Lynch office was experiencing challenges in team cohesion and employee morale, which led to feelings of inadequacy and disconnection among staff. To address these issues, the office engaged S. Renee Smith, a consultant and leadership development expert, to implement a structured employee and team development process to enhance communication, clarify expectations, and empower employees.

Methodology

- **Employee Interviews:** Conducted one-on-one interviews with each team member to gather insights into various aspects of the workplace experience. This included their understanding of the vision, mission, cultural values, performance expectations, perceptions of leadership, and internal relationship dynamics.
- **Analysis of Findings:** The data identified key themes among leadership and team members, guiding the next steps in employee development.
- **Action Plan:** Developed a suggested action plan based on the findings of the interviews, considering the limited budget. The plan was presented to the leadership team for final approval.

Key Findings

The interviews revealed several critical areas for improvement that needed to be addressed to enhance team cohesion and morale:

- **Clarity of Vision and Mission:** Employees needed a clearer understanding of the company’s goals and how their roles contributed to achieving them.
- **Cultural Values Engagement:** There needed to be a stronger connection between the stated cultural values and employees’ day-to-day experiences.
- **Performance Expectations:** Many employees needed clarification about their specific responsibilities and how they were measured.
- **Leadership Support:** Feedback indicated a desire for more consistent support and training from leadership.

Implementation Strategy

To address the identified areas for improvement, the following implementation strategies were put in place:

- **Leadership Coaching:** Facilitated (3) 90-minute coaching sessions for leadership to enhance their effectiveness in guiding the team.
- **Team Sessions:** Organized (2) 90-minute onsite sessions to promote collaboration, communication, and problem-solving.
- **Additional Resources:** Provided tools, strategies, suggestive workshops, and reading material for continuous development.

Results

The implementation of the proposed strategies led to significant improvements within the organization:

- **Increased Organization and Productivity:** Employees reported a more structured and efficient work environment.
- **Enhanced Team Confidence:** Team members began to trust each other more, improving collaboration and communication.
- **Positive Attitude Shift:** There were noticeable changes in attitudes and relationships. The team was reported to be focusing on solutions rather than fault-finding.
- **More Vital Internal Infrastructure:** The organization developed a more robust internal framework that supported employee engagement and performance.

Customer Response

“Our office is more organized, productive, and efficient. We are achieving goals, increasing our confidence in each other, and our internal infrastructure is stronger. Within one week, we could see significant changes in attitudes and relationships. Instead of finding fault, we communicate and focus on finding solutions.”



Follow-Up Assessment

Six months after the contract was completed, a follow-up conversation with the client indicated sustained success. The firm reported that the positive changes initiated during the engagement had been maintained, contributing to a healthier work environment and improved client interactions. One individual had left the practice, and while turnover can be challenging, the leadership viewed this as an opportunity for growth, emphasizing that the remaining team members were better equipped to handle changes and continue fostering a supportive culture.

Conclusion

Engaging S. Renee led to the successful transformation of the working environment at the Merrill Lynch office. By addressing critical areas of concern and fostering a culture of collaboration and support, the firm is now better positioned to navigate the complexities of the wealth management industry. This positive change enhances employee morale and enables the team to deliver exceptional service to its clients.





S. Renee Smith: Transformational Leadership Development Expert

S. Renee Smith is a highly regarded leadership development consultant and executive coach with over 20 years of experience empowering mid-senior leaders to unlock their potential and drive organizational success. Known for her dynamic and engaging approach, S. Renee specializes in enhancing personal branding, executive presence, and communication, helping leaders navigate the complexities of today's workplace.

As the co-author of Wiley's *Self-Esteem for Dummies* and author of *5 Steps to Assertiveness: How to Communicate with Confidence and Get What You Want*, S. Renee combines her extensive knowledge with practical strategies to foster growth and collaboration. Her signature programs, including "Unbottle Your GENIE: Design Your Brand Action Plan" and "Powerful Leaders: Transform Your Personal Brand and Executive Presence," have transformed the careers of countless professionals, equipping them with the tools they need to thrive.

With a passion for helping others realize their potential, S. Renee is dedicated to creating impactful experiences that inspire leaders to take actionable steps toward achieving their goals. Whether through workshops, coaching, or consulting, she is committed to making a lasting difference in the lives of individuals and the organizations they serve.

Key Achievements:

- At Amazon Web Services, she designed a leadership development pilot that boosted manager approval ratings from 47% to 97% within 30 days.
- At SRS Productions, Inc., she coached more than 500 CEOs and presidents, resulting in more than doubled business sales.
- At RALIANCE, she authored a strategic operating plan that secured their first \$250K corporate contract and accelerated business growth.