



Case Study

Executive Coaching for Corporations

DELIVERING TAILORED EXPERIENCES AND RESULTS TO SENIOR EXECUTIVES.

Background

Management Leadership for Tomorrow (MLT) is a nonprofit that is changing the face of leadership and securing a more equitable society by closing the racial wealth gap. MLT's newest program, **Senior Executive Leader Fellowship (SELF)**, provides professionals the tools to **realize their personal and professional goals**.

MLT hired Melanie as an Executive Coach to work with 15 members of its SELF cohort. The diverse cohort included **senior leaders** in various roles, including a **Managing Director** in Management Consulting, a **Chief Growth Officer** in Healthcare, and a VP in Consumer Goods. Melanie was tasked with addressing each individual's needs and goals.

Structure & Goals

Melanie **customized one-on-one coaching sessions** and ongoing support for each cohort member according to their current skill set and goals. Topics differed for each leader and included:

*Executive presence & interpersonal communication
Brand crafting, career mapping & pivoting*

*Digital presence management & media training
Board presentations & executive suite speaking*

Transformation

The members of the SELF cohort had diverse backgrounds, goals, strengths, and weaknesses, and Melanie was able to connect with them individually to **deliver tailored experiences** to each. As a result, the executives:

- Created and established their **authentic professional brand** & online presence;
- Crafted actionable short and long-term **career roadmaps** and next steps;
- Learned tools and structure to **manage critical political and conflict situations**;
- Improved self-awareness, gratitude, and contentment; and
- One executive became the **public face of his company**, comfortable enough to hold routine news interviews and share his personal story.

Validation

- Multiple executives received unsolicited positive feedback from bosses, colleagues, and family members.
- Multiple executives came back for more coaching.
- One executive referred his supervisor, a Chief Legal Counsel of a Fortune 1000.