

Case Study

Mastering the voice and a new leadership role



THROWN IN THE DEEP END

Background

"Anton" approached Espeland Enterprises when he was promoted to head of finance at the venture backed tech startup where he worked in New York City. His financial expertise and impeccable track record within the company had landed him the job, but he found that he wasn't prepared for the high-visibility of the role. When his lack of executive presence was called out by an investor, he decided that he needed to hire a coach to address his shortcomings head-on.

Enter Melanie Espeland

Anton relayed his predicament to Melanie Espeland, executive voice coach and founder of Espeland Enterprises. He was seeking the **confidence** and executive presence required to lead board meetings and impress investors. As a native French speaker, he was also interested in perfecting his voice in the English language, including **diction**, pronunciation, colloquialisms, **flow**, melody, pace, and **pitch**.

Results

At his 1st and 10th sessions, Anton rated himself on a scale of 1 to 10 in three categories:

- Executive presence: Anton improved from 4 to 6, a **50% gain**.
- Professional speaking: Anton improved from 5 to 7, a **40% gain**.
- Overall confidence: Anton improved from 5 to 7, a **40% gain**.

Validation

After just a few sessions of coaching, the **CEO of Anton's company called to thank Melanie** for such great work. Anton's results were noticeable and the investors were impressed. He then engaged Espeland Enterprises for more sessions with additional C-level executives at the company.

Transformation

Today, Anton attends coaching sessions twice a month where he **continues to master his voice**. His progress has inspired ongoing improvement outside of the office, as well, and he has **quit smoking** and **taken up meditation**. This **transformative experience** is a typical result for Espeland's clients, whose outcomes go beyond just the literal voice and actually hone the figurative voice, fostering authenticity and therefore, confidence.