



She asked management for a promotion to the C-Suite by July. Management didn't agree with the timeline.

Using our "MAP METHOD" she

- Made a business case for the promotion
- Got an even bigger role
- Hit her July timeline
- Got a second promotion

JOYA DASS



WOMEN'S LEADERSHIP LAB CASE STUDY 1

She asked management for a promotion to the C-Suite by July. Management thought the timeline was too aggressive.

Using our "MAP METHOD," she got the promotion. This year, she is building a brand while in the Mastermind for a second year and enjoying a second promotion.

She has officially gotten 2 promotions in two years.

Here's what you probably don't know:

When she first started working with me, she had asked for a promotion, but management thought the timeline proposed was too aggressive. But six months later, they promoted her. And it was to a bigger role than she had originally asked for.

How did this happen?

Here's the story:

“ Her story begins in 2018, she had started at a director level. But she was doing the jobs of at least 4 people. While there, she wasn't even trying to get promoted. "It felt like too much work. Having to ask."



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For a while, she continued to:

- Coach C-level clients on their presentations.
- Advise her own C-suite on communication best practices in crisis situations.
- Coach celebrity clients on their messaging.

Until one day, everything changed.

She thought, wait a minute. If I'm doing all these jobs, I should get a title that matches it.

It was January 2022 and we started working together.

She stated that she not only wanted the promotion, but she wanted it by July.

Our gameplan:

- She wanted to be Chief Marketing Officer.
- I asked her to interview 6 people who currently hold that title
- Figure out their top 6 traits. (I introduced her to a few CMO's in my own network to make it easier.)
- She shortlisted a list of 6 traits that would define her role.
- I worked with her to map 6 stories from her career that demonstrated she had these 6 traits.
- She set up a meeting with her CEO. Made the business case, using this strategy.

As you can probably guess: it worked.



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By July, she got her promotion—And to boot. It was to a MUCH bigger role.

- She got a title and a pay bump commensurate with the work she was doing.
- She felt validated and showed up even more powerfully in all of her roles.
- She got another promotion in another year.
- She repeated the Mastermind a second year and got another promotion.

I love this story because it lays out how important storytelling is in some of the most impossible scenarios. But it also shows how hiring the right coach whittles down 4 years of labor with no results to rapid success in 6 months.

Great reminder for anyone with big dreams.



WOMEN'S LEADERSHIP LAB CASE STUDY 1

Her default answer was always 'no.' She wanted to turn it into a 'yes'
She jumped out of a perfectly good plane on one of my retreats. She went from being a wallflower to the best salesperson in the world. Her story.

One of the most common questions I get asked:
"You host a lot of adventures. How can I take part?"

Step 1. Be a women leader at a critical transition in your business.

Step 2. Have a desire to get clients for it.

Step 3. Have a desire to create content to attract them.

A story:

She always said 'no.'

To everything.

Social invitations. Networking invitations. Business opportunities.
Trouble is---she secretly wanted to say 'yes.'

Saying 'no' kept her from the unfamiliar. In the comfort zone. Safe.

Over time, a niggling voice inside her head began to sound. Maybe.
Just maybe, she was missing out on something with all the 'no's.'

June 2018, I hosted a skydiving retreat. Seven women would jump out of a perfectly good plane at a drop zone in New Jersey. She had quit her corporate job. She moved upstate to build a real estate empire. She now had 10 multifamily units under management.

Eight women sat in a rainbow of folding chairs and shared one block she had in her life. She leaned forward and shared earnestly---she wanted to turn her 'no' into a 'yes.'