CASE STUDY

LEADERSHIP COACHING & CONSULTING

JENNIFER R: NEWLY PROMOTED COO OF MANUFACTURING COMPANY

Client Testimonial: *"My coach from Apex didn't just teach me leadership theory—she helped me discover the leader I already was. The frameworks, the tough questions, the accountability... it all came together. I went from feeling like a fraud to feeling confident in the C-suite."*

CLIENT COMPANY OVERVIEW

- Manufacturing company with 200+ employees
- Challenge: First-time executive struggling with leadership transition

THE SOLUTION

Apex Virtual Solutions provided 6 months of executive coaching and consulting (2 sessions/month) focused on:

- Executive presence and communication strategies
- Framework for strategic vs. operational thinking
- Conflict resolution and difficult conversation techniques
- Building and leading high-performing leadership teams
- Time management and priority-setting for executives
- Developing her unique leadership style and voice

THE CHALLENGE

Jennifer was promoted from Operations Manager to COO after 8 years with the company. Despite her technical expertise, she struggled with executive presence, managing a leadership team of 7 directors, strategic thinking beyond day-to-day operations, and imposter syndrome. Her CEO expressed concerns about her readiness after her first 90 days showed hesitation in decision-making.

RESULTS (6 MONTHS)

- Successfully led restructuring of operations department, improving efficiency by 23%
- Confidently presented to board of directors (received standing ovation)
- Reduced director-level turnover from 35% to 0% through improved leadership
- Implemented quarterly strategic planning process adopted company-wide
- CEO feedback shifted from concerns to "she's exceeded expectations"
- Received 360-degree feedback score increase from 6.8 to 9.1 (out of 10)
- **Promoted to President of Operations within 18 months**