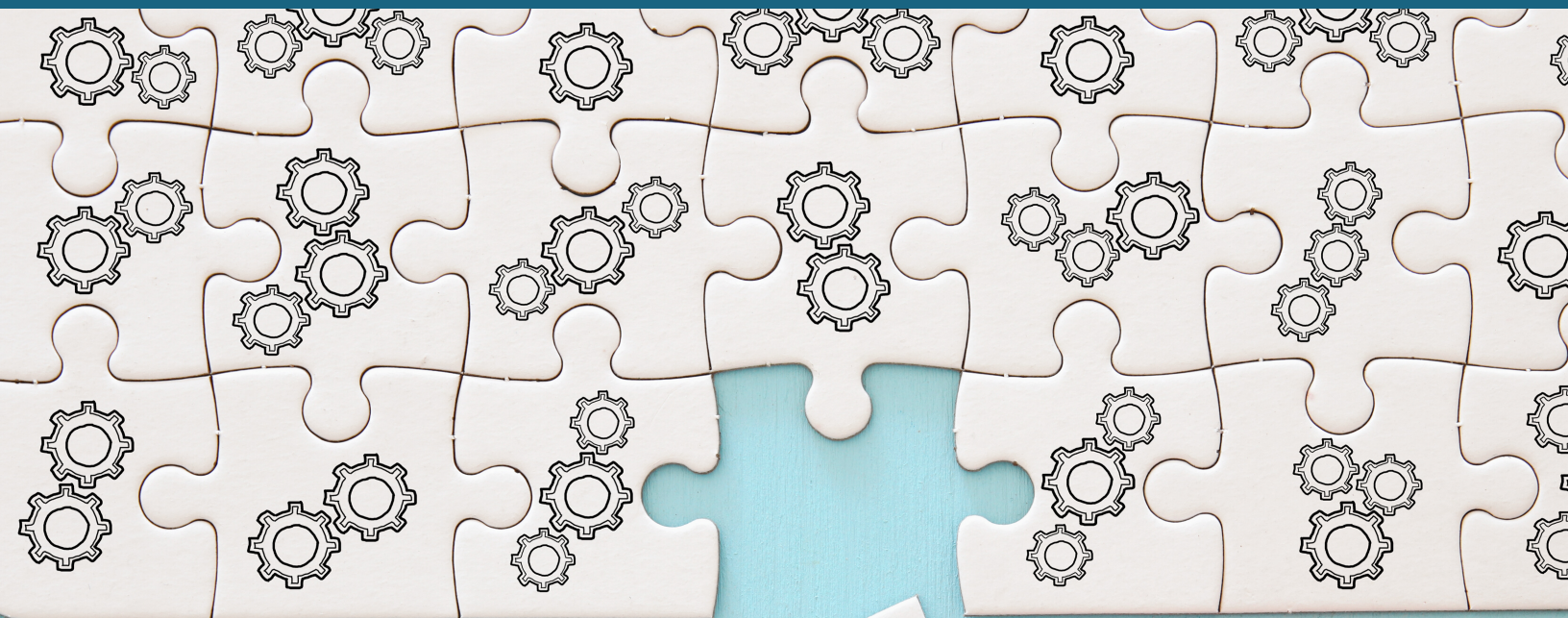


CREATING TRANSFORMATIONAL

*leaders*

AND HIGH-PERFORMANCE

*organizations*



**40pillars**  
Leadership, Strategy & Growth

JOE COHEN JD, ACC

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“

*Everybody*

NEEDS A COACH”

– *Eric Schmidt*  
*former CEO of Google.*

– *Ted Talk by Bill Gates*

*If everyone needs a  
coach, how about you?  
What makes you the  
exception?*

How can coaching help you  
and your business?

## CASE STUDY 1

# How Joe Cohen helped Eisaiah Engel shift his life over to corporate growth and interpersonal success

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Eisaiah Engel is known as an efficiency innovator. He began his career as an entrepreneur, starting three successful businesses from 2008-2015.

After selling his last company, he started out as a consultant for a corporate company and then joined the marketing team at a Fortune 10 communications company. Eisaiah is a forward-thinking individual who is also adept at managing sales, technology, marketing, and operations. Today, Eisaiah produces marketing campaigns that redefine companies' relationships with connectivity.



## *The Challenge*

Eisaiah was running his own successful business and managing a team of 12. His company was gaining traction and achieved \$1,000,000+ in yearly revenue. “By most accounts, working with my team, working with my clients, and delivering results-I was a success.” Eisaiah said. “But there was a point when I found myself in a meeting with my team and they surprised me with a defensive attitude I hadn’t anticipated or noticed earlier. I realized then that I hadn’t been attuned to their emotions.” He made a mental note about it then, because he wanted to inspire his people more and to connect more deeply with the people in his life.

Even after launching, growing, managing and selling successful businesses, Eisaiah felt limited by his managing skills. “Once I sold my company, I knew I couldn’t go where I wanted to go with the people skills that I had at the time. I knew I needed to learn more.” Eisaiah said. “My new position at the time as a consultant within a corporate structure had me taking criticism to heart and expending too much energy--emotional energy--without reaching the goals I wanted.”



I’ve always been smart academically, but as far as with people and relationship management, I hadn’t a clue. Joe helped me connect the dots about what it means to connect with my own emotions, to be curious, and to connect with other people.”



## *The Solution*

Eisaiah knew that he needed a Leadership Coach to help him learn strategies to navigate the corporate structure he joined. He hoped to gain skills to adapt and interact with the people around him with better results. After doing some research and speaking to several coaches, Eisaiah found that there were many psychologists offering performance coaching, but that it was set into an already devised curriculum. He said, “I didn’t have the time to commit to a cookie-cutter curriculum. I needed someone to speak to my issues and to work with me one-to-one; I wanted my needs to dictate the work we’d do in each session.”



## *Why Joe Cohen*

Joe meets with Eisaiah over Zoom™ every week and rather than textbook learning, they use Eisaiah’s real encounters and interactions during the past week as case studies to help him learn new techniques, improve his interpersonal skills and to break through limiting thoughts and mindset. Joe uses a series of tools to help shift Eisaiah’s perspective, to learn new strategies, and to maintain control over his life in an intentional way. “Joe never judges. He’s very supportive and when there’s something I can learn, he teaches me in a way that feels respectful and empowering. When I get off my weekly calls, I feel energized ready to take on another week.” Eisaia said.



## *The Results*

### **45% INCREASE IN LEADERSHIP EFFECTIVENESS**

As part of Eisaiah’s company process, they had him take a 360 feedback assessment which consists of feedback from a person’s subordinates, colleagues, supervisors and their own self-evaluation. Joe then helped Eisaiah understand the results, feedback, blindspots and possible interpretations. Through the process, Eisaiah gained deeper personal awareness and perspective of personal impact on others. Eisaiah and Joe created a 6 month development plan. After 6 months and a second 360 feedback, Eisaiah’s overall impact on leadership effectiveness increased by 45%. This resulted in more responsibility and a promotion.



With Eisaiah's drastic improvement, his company was able to promote him and save costs on recruitment and training. Additionally, the department was able to reach its goals. A win for everyone."

*Joe Cohen*

### **CAREER GROWTH POTENTIAL**

Before working with Joe, and after a shift in his career, Eisaiah struggled with the corporate atmosphere and structure. Joe helped him navigate the rules and norms in a graceful manner. "Joe exposed me to a new level of working with other people. Joe's strategies and my new skills helped me improve my effectiveness as a manager, and my ability to build rapport with my colleagues and seniors." said Eisaiah. He now sees himself gaining more traction and mobility within the corporate world, and sees his effectiveness as a team player and a leader rise.

### **IMPROVED MANAGERIAL SKILLS**

Now that Eisaiah is conscious of and intent with his interactions, his team collaborations have become more effective and synergized. When his colleagues have a different point of view, Eisaiah is able to listen better, to think creatively, and find a medium through which they can arrive at a new place, together.

## ENERGIZED EVERY DAY

Eisaiah has strategies for interacting with the world, understanding himself and taking cues from other people. His energy and focus is where he wants it and he sees new opportunities and potential both professionally and in his personal life.



Before working with Joe I felt down about myself, my career felt stunted, and I was unhappy. Today, I have a job that I love at a Fortune 10 company. I have really great relationships and I am proud of who I am. Working with Joe has radically changed my life.”

*Eisaiah*

## BETTER PERFORMANCE

At work, Eisaiah’s relationships have improved and have enabled a more synergetic work atmosphere and better marketing results for his company. He also enjoys a better relationship with his family. Eisaiah said, “I did not anticipate that my family relationships would change when I began my work with Joe, but it’s something that is paying dividends for life.”

“Joe is trained as a coach, marketing consultant, and lawyer. All his experiences create a unique framework for his clients. And most of all, he gives a damn! To get the value that Joe provides, you would need to hire a team of advisors. I am sticking with Joe.”

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YOUR ORGANIZATION.

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