

CASE STUDY: Executive Coaching and Consulting



Using case studies to accelerate business growth

SUMMARY

Jason Dinan, Director of Executive Coaching and Consulting, wanted to showcase his clients' results in New Zealand and strengthen credibility in lucrative new markets. Through professionally written case studies, EXCC transformed client success stories into powerful sales assets, helping position the business as a world-class consultancy and accelerating growth.

BACKGROUND

Executive Coaching and Consulting (EXCC) is a New Zealand-based leadership and business consultancy that helps organisations improve performance through executive coaching, leadership development, sales capability, and strategic advisory services.

Founded by Jason Dinan, EXCC works with business owners, senior leaders, and teams across a range of industries, delivering practical frameworks and coaching programmes that drive measurable change.

THE SOLUTION

Jason engaged Words By Cornelia to develop a suite of case studies to capture success stories from his New Zealand clients. The case studies were written so they would be easy to reuse across multiple channels, including sales conversations, presentations, marketing collateral, and online platforms.



From there, the relationship evolved into a broader strategic copy partnership. Cornelia supports EXCC with website content, playbooks, sales documents, LinkedIn updates, online videos, and ghost writing a regular magazine column, ensuring consistent messaging across every touchpoint.

“I love that everything sounds like me, but better,” Jason says. “My copy is consistent across all media and my business is perceived as being larger than it is.”

OUTCOMES

The case studies quickly became a central part of Jason's sales and marketing toolkit.

"Cornelia's work pays for itself," Jason says. "The case studies add massive credibility and they open doors. They showcase our results in a way that resonates with decision makers."

Key outcomes include:



- **Stronger sales conversations:** Case studies provide tangible proof of results, making it easier for prospects to understand the value of EXCC's services.
- **Access to higher-value markets:** Professionally presented client stories have helped Jason reach more lucrative niches and position EXCC as a world-class consultancy.
- **Increased credibility:** Because the words come directly from clients, the case studies feel authentic and trustworthy.
- **Consistent brand presence:** With Cornelia overseeing copy across all platforms, EXCC now presents a unified, polished message everywhere.
- **Business acceleration:** The combination of case studies and strategic copy support has contributed to growth, stronger market positioning, and new client acquisition.

WHAT THE CUSTOMER SAYS...

"There are a number of reasons I **recommend** Cornelia. Number one: she's the **best** I've ever worked with. Number two: her **skill sets** are **massive**. Number three: you get **results**. And number four: although her rate is high, it **pays for itself**. Cornelia's **excellence** really stands out.

The case studies she created for me are **world class**. They **showcase** our results beautifully, help us **reach new markets**, and give us huge **credibility**. I've already **recommended** Cornelia to my clients, especially for case study work. I was completely comfortable with her speaking directly to my clients, because I know how **professionally** she engages with people.

Cornelia now **underpins** all of my marketing, from case studies and website copy to sales documents and content creation. She's helped my business **accelerate, grow**, and work with **great target market clients**."

- Jason Dinan, Executive Coaching and Consulting

