

“I just can’t believe how much growth I’ve experienced in such a short period of time.”



Thaiz Chanman
Diversity, Equity, & Inclusion Leader | Amazon

“I wanted to be viewed as a leader, not just a great worker.”

“John was instrumental in helping me seek clarity in what I was doing – and in what I wanted to be doing.”

“Working with John has transformed my life. I feel as if I have found myself again.”

Thaiz Chanman

Thaiz Chanman landed as Diversity, Equity, and Inclusion Leader at Amazon after advancing steadily through the ranks. Often working directly with senior C-level management, Thaiz is known for consistently going above and beyond to drive the success of her organization.

She is lauded as a creative problem solver who’s smart, action-oriented, and hardworking. So hardworking, in fact, that some time ago she started wondering whether her nonstop 24/7 commitment was advancing – or hindering – her leadership career goals.

The Challenge

Thaiz recognized that in order to advance and connect more effectively with the C-suite, she needed to fine tune her communications skills. “In the back of my mind, I didn’t want them to continue looking at me as the HR person,” says Thaiz. “I knew I needed to develop better consistency in the way I was showing up.”

Thaiz also hoped to improve her work-life balance. A typical day consisted of back-to-back meetings and then heading home to work even more. She wasn’t eating properly or getting enough sleep, never mind exercise.

The Coaching

After assessing her company’s pool of coaches, Thaiz was most impressed by John Rex’s coaching success record, his own 20+ years of senior leadership experience, and his manner.

One of John’s first goals was to help Thaiz evaluate how her contributions balanced with the effort required. Feedback from her colleagues revealed that Thaiz’s hard work had cast her in an unintended light – not as a leader, but as an efficient executor of board decisions.

With John’s guidance, the way forward became clearer. To be the executive she wanted to be, Thaiz needed to think deeply and intentionally about her motivations – both career and personal – and the ways in which she related with the people in those two different worlds. Thaiz saw that her difficulties in connecting effectively were twofold. First, she had trouble highlighting her leadership skills. Second, the C-suite did not recognize her potential.

Thaiz worked with John to establish constructive boundaries to clearly delineate her role. This safeguarded the time and energy she needed for her home life and created opportunities to lead others’ efforts at work. She also began to ask specifically how she could build the relationships needed to become a better delegator and develop a reputation for high-level leadership.

The Outcome

By changing the way she viewed her responsibilities at work, Thaiz found herself developing executive leadership skills far more quickly and fully than she’d expected. This process resulted in a new, larger-scale role as a lead for global initiatives. Now a trusted and respected leader, she works in a productive and mutually respectful way with her team and C-suite members.

With her professional life in its proper place, she now can take better care of herself and enjoy time with her family. Her husband can vouch for that: Toward the end of her work with John, he told Thaiz how glad he was to have her back.

“I have space and time now to engage meaningfully at work and at home,” says Thaiz. “I have a new global role with a bigger scope and impact – but also a sense of peace, calm, and thoughtfulness. I attribute this to the time I spent with John.”

“I now have simple and structured tools to dial up my awareness, broaden my perspective, and make better leadership choices each day.”



Steve Sloan | Contentful

“Nobody gives feedback to the CEO.”

“John’s broad set of tools allows him to tell you what will work based on what you need.”

“It’s pretty simple: You either prove you can do it in the first year, or you are replaced.”

Steve Sloan

Steve Sloan is CEO at Contentful, the leader in headless content management. His leadership has ushered in office expansions in Denver and Berlin, the company's App Framework launch, new investment funding, and several prestigious industry awards.

In his first year at the helm, Steve knew that proving himself would require exceptionally high stakes decision-making and hard work. So the father of two started looking for a coach who could guide him in the right directions along the way.

The Challenge

At his previous CPO and CMO roles at Amazon and Microsoft, Steve found it helpful to bounce ideas and strategies off his peers and superiors. “When you have a manager,” he says, “you can usually get some tips.”

“But as CEO, you don’t have a manager anymore,” Steve continues, “so that’s not going to happen.” Steve knew that honest, experienced guidance would be significantly harder to come by at this level, even in the executive coaching space.

The Coaching

Interviewing different coaches, Steve sought three assets: A leadership expert who could offer tangible skills, tools, and takeaways for specific situations; an experienced thought partner for trustworthy perspectives; and someone who would challenge him, ask provocative questions, and push – even to the point of discomfort.

Steve chose John Rex because “John is great in all three of those areas and he’s unlike other coaches because he tailors everything to you.” John also offered firsthand C-level experience with a deep understanding of the pressures of leadership at large global corporations.

John met with Steve’s team to identify areas which would have the most positive impact. Combining this feedback with further assessment, John created quantitative and qualitative benchmarks providing vital insights into Steve’s areas of strength and development.

It became clear that Steve’s bias for action meant he needed strategies and self-awareness tools to work on being present and fully engaged – without being reactive. John walked Steve through techniques tailored to Steve’s leadership skills and blind spots. “I was most excited about John’s game filming technique. It turns out he was pretty amazing on many fronts.”

Steve says John helped him frame a number of specific responsibilities and provided a “broad underpinning of self-awareness components along with really practical pieces.”

The Outcome

Within the first crucial 12 months, Steve more than proved his value as Contentful’s CEO. He became skilled at self-coaching, and now mindfully chooses his behaviors, makes decisions actively rather than reactively, and exhibits authentic executive presence throughout his day. “Working with John has maximized my positive impact,” he says.

These self-management skills have transformed Steve’s personal life too. “There is no question that I am a more effective father when I am able to coach myself through moments of frustration,” he says. Today, Steve is better at listening, staying present and impactful, and keeping his team focused in a “positive, collaborative, forward-looking space.”