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**PORTFOLIO  
EXECUTIVE COACHING**

**RUBENSTEIN PR**

**Client: Emad Georgy**

**Blog Post**

**A GREAT CTO EATS PROBLEMS FOR BREAKFAST**

Forget the Shredded Wheat and Grape Nuts, the kale, apple and cucumber smoothie...What does a great CTO eat for breakfast. Problems! The willingness to embrace problems, to tackle them and solve them, is the driving force behind what we do every day, and we should start right away, at breakfast, without hesitation or procrastination.

Poet Robert Frost once wrote, “the best way around a problem is through it,” and a great CTO accepts this as a mantra: he or she sees problems as opportunities to excel individually, to lead a team and to help move his or her organization forward. It’s the hunger to understand root causes, and the root causes behind these root causes, that creates truly durable solutions.

Where would we be without problems? Imagine you’ve been playing soccer for almost the entire game. It’s been a grueling match, a series of problems, and you’ve had to sprint up and down the field until your legs ache. One of your midfielders finds you and puts the ball ahead of you, and you’re heading downfield toward two fullbacks and the opposing keeper. As you approach the top of the penalty box when, the ref blows the whistle, stops the game, pulls the opposing goalkeeper and his fullbacks from the field and motions for you to shoot at what is now an empty goal. How would you feel? If you’re honest with yourself, you’d feel defeated. You’d feel you’d been robbed of what you’d earned. That your victory would be hollow. People who love what they do understand problems are endemic to progress – they are how we measure ourselves, how we recalibrate ourselves for further challenges. Without problems to solve, we are static.

Great leaders know taking these bulls by the horns is the best way to inspire and motivate teams. For true leaders, eating problems for breakfast is about taking responsibility. About ownership. About slaying your dragons smack in the middle of the village square to rally your community to victory. This is how you demonstrate to your teams that you are taking responsibility not just for your particular duties, but for the success of your entire organization – you are setting a dynamic, three-dimensional example of making the organization’s goals your personal goals.

Real leaders are problem solvers, not “problem reporters.” They know they are always in the game, on the field, in the water...they refuse to remain on the sidelines or in the stands. They

want to be in the center of the action, at the stove, under the hood...they want to be where the action is. they want to be part of that action, and they want to use it to effect real, accretive outcomes. They take charge, rather than criticizing the contribution of others which, ultimately, makes it impossible to take ownership of a team's successes as well as its failures. This can only damage your credibility and reputation. The remedy here is to devote yourself to taking on problems, to solving problems, to helping your teams solve their problems. Real leadership means rolling up your sleeves and getting to work.

This willingness to "get dirty," this stick-to-it-ive-ness, is what creates the culture at your organization: the more your individual team members see themselves as problem solvers, the more likely they are to take ownership of these problems. This in turn helps create a collaborative culture of problem-solving. What could be better for achieving mature solutions and growth? Culture is merely the stories you tell every day and, by inspiring individuals to become problem solvers, to take this type of day-to-day ownership, everyone begins to tell the same story. Everyone lands on the same page. Thus, the definition of culture becomes the responsibility of each individual – he or she feels responsible to make an ongoing, positive contribution to your organization's culture every day.

If you want to lead and inspire, you need to rethink breakfast! Wake up, crack those problems onto the griddle and get to work. I promise you it'll be a healthy start to a great day. And you and your team just might end up eating everyone else's lunch...

**Conductive Coaching**  
**Blog Post**  
**Brand < Person**  
**September 2019**

We use the word “brand” quite often, and not just in the context of advertising and marketing – these days we regularly apply it to individuals. As the second decade of the 21st century comes to a close, people have become brands, and entrepreneurs and job-seekers alike are tirelessly “developing their brands,” largely via social media, where they can share their work, trumpet their accomplishments and emphasize their key messages or positions.

But what is a brand, exactly? According to Merriam-Webster, it’s “a public image, reputation, or identity conceived of as something to be marketed or promoted.” So your brand is your reputation, what people know about you, the aggregate of what you’ve accomplished – imagine it as the combination of your resume, your references and the work you’ve done to date, all swirled together and blinking on a multicolored billboard along the information superhighway (or on your LinkedIn page).

This is the story you broadcast about yourself and, as Aaron Orendorff, Content Strategist and founder of [iconiContent](#), remarked in a 2018 Forbes article by Goldie Chan, [10 Golden Rules of Personal Branding](#), “personal branding is the story people tell about you when you're not in the room.” As Tim Salau, [Mr. Future of Work](#), says in the same article, “your personal brand should follow you everywhere you go. It needs to be an authentic manifestation of who you are and amplify what you believe.”

The best brands are never about clever advertising and innovative marketing. While these certainly help, what anchors a brand and makes it beloved, esteemed, trusted, what inspires consumer loyalty, is the quality of the product, its dependability and its consistency. When you roll your cart through Trader Joe’s, when you lace up a pair of Adidas running shoes, when you climb aboard a Trek bicycle, when you flip open a MacBook...you know you’ve got a product of high and unwavering quality. The ads might be brilliant, but this is ancillary to your experience.

At Conductive, one of our objectives, as Career and Executive Coaches, is to help each of our clients create and communicate his or her personal brand. But how do you embark on this very personal journey, one that’s crucial to your success in the digital marketplace? For us, it starts with the person behind the brand. Before we help you build your brand, we help you figure out who you are, what you want to achieve and what might be holding you back. We build an intimate, nurturing relationship with you: brands have admirers and devotees; people have desires, goals and relationships – we believe it’s the latter that drives the former.

Conductive takes a holistic approach to coaching – rather than focusing exclusively on your career goals, we examine what you want to accomplish: Better time management? Reduced stress? Improved physical health? Emotional balance? This is a discovery activation process – we help you move from making assumptions about yourself to truly knowing yourself, your strengths

and your limiting beliefs, the self-doubt you need to overcome. We listen closely. We help you achieve and maintain authenticity. We help you make better decisions, and we'll help you make them faster. We keep an eye on your work-life balance and on what you want to achieve as a person – not just as a brand.

We believe transformation is possible, and we get excited about change – when we feel that passion, we're all in. Supporting people to find the clarity and confidence to bring who they are into what they do is, in fact, who we are. And this clarity and confidence, while they will certainly underpin your brand and make it shine, will be core to who you become, long after you close your MacBook and head to Trader Joe's to shop for dinner.

So is Brand < Person a useful aphorism for the next decade? Spend some time with our coaches and we'll let you decide. First one's on us.

**Conductive Coaching**  
**Bio for CEO Tanya Ezekiel**  
**July 2019**

“We really don’t know what can happen – anything is possible,” says Tanya Ezekiel, a performance-driven Executive Coach and the founder and CEO of Conductive Coaching. A career strategist with more than a decade of coaching experience, Tanya is an innovative leader and mentor who takes her clients to new career and personal heights. “I get really excited about things, and when I feel that passion, I’m all in.”

Tanya coaches and trains Fortune 100 executives, mature business owners, entrepreneurs and senior managers from companies large and small, private and public, across a variety of industries, including communications, consulting, film production, finance, healthcare, media, real estate and technology. She has a keen sense of how fundamental shifts in attitudes, behavior and connectivity can have a profound effect on performance, as well as a deep understanding of how teams can work better to achieve, and exceed, shared goals. “I create a unique space for my clients in which things can unfold for them,” Tanya says. “This isn’t a discovery process as much as it is an activation process.”

Born and raised in Montreal, Tanya studied Finance at McGill University where, at the age of 19, she read Michael Lewis’s *Liar’s Poker* and decided her destiny was to become an options trader. She earned her MBA at Cornell University and joined Salomon Smith Barney, where she became one of only five women options traders worldwide. She then spent 15 years at Bank of America, where she became a Managing Director, captaining a global trading team and managing client relationships across the Americas, Asia and Europe.

Tanya left Bank of American in 2008 to study Kabbalah, an ancient Jewish spiritual wisdom which instructs adherents how to improve their lives, their communities and the world. “I tapped into this wisdom, and it empowered me – I got this new wind in my sails. I came to believe everything happens for a reason, and that you have to believe in a bigger picture. You have to believe there’s more out there than what’s happening day to day.” She then left New York to kite surf in Australia and in the Caribbean. “I love the ocean and, while I was kite surfing, I found myself in this state of flow where I could ‘download’ what I’d experienced, where I could envision what was ahead for me.”

She realized what she had loved most about her tenure at Bank of America was counseling other managers and helping them evolve and progress; what excited her most was helping people transform, so she enrolled in at The Institute for Professional Excellence in Coaching (iPEC), the world’s largest coaching training program. “From my first iPEC coaching class, I knew this is what I wanted to do for the rest of my life.”

In 2010 Tanya founded CareerCoach.com and created a joint training program with iPEC for career and business coaching: the CareerCoach.com program was the first such co-branded program iPEC has ever offered. CareerCoach.com became Conductive Coaching in 2018.

Tanya takes pride in hiring and personally training a talented group of individuals equally certified by iPEC and accredited by The International Coach Federation (ICF). Her coaches are driven, passionate and committed to helping each of their clients unveil, awaken and ultimately release his or her purpose.

“We believe in clarity through action. When you take action, the clarity of your purpose will reveal itself through your actions. At Conductive Coaching, our job is to cross-train our clients’ operating models, to simplify things and make them doable. To engender action. Our system works, whatever your goal is. We trust the process entirely. All our clients have to do is show up and commit to the process. It’s that simple.”

Tanya lives in New York with her husband and two young children.

### **Certifications**

- Institute for Professional Excellence in Coaching (iPEC)
- International Coach Federation (ICF)
- Hogan Assessments

### **Media**

14 June 2019: The Art of Strategic Reaction Podcast with Kyle Brost: How Does Change Happen? with Tanya Ezekiel of Conductive Coaching

### **Client Testimonials**

[to be added]

**Conductive Coaching  
Conductive Clarity 2020 Campaign  
October 2019**



**Overview**

The Conductive Clarity 2020 Campaign (#ConductiveClarity2020) is a social media sales campaign designed to capitalize on the new year, 2020, which is also stands for perfect vision (normal visual acuity), per the American Optometric Association:

20/20 vision is a term used to express normal visual acuity (clarity or sharpness of vision) measured at a distance of 20 feet. If you have 20/20 vision, you can see clearly at 20 feet what should normally be seen at that distance.

The campaign will be implemented to inspire current and potential clients to work with Conductive in 2020. It will run alongside our current social media outreach and content distribution efforts.

**Campaign Duration**

- Kickoff: 15 November 2019
- Conclusion: 31 January 2020

**Proposed Key Messages**

- Achieve clarity in 2020
- Career acuity
- Clarity is your first step
- Conductive can help you see where you are - and where you can go
- See further
- Sharpen your vision
- What's your 2020 vision?

- Where will you go in 2020?

### **Proposed Images to Accompany Copy**

- Spectacles
- Telescopes
- Binoculars (including coin-operated binoculars at tourist spots)
- Eye charts
- Eyes (including third eye):

The pineal gland is a pea-sized gland shaped like a pine cone, located in the vertebrate brain near the hypothalamus and pituitary gland. Also known as the third eye, it is a revered tool of seers and mystics and considered to be the organ of supreme universal connection. Its significance appears in every ancient culture throughout the world. For example, in Ayurvedic philosophy, the third eye is represented by the *Ajna* chakra and in Ancient Egypt, the symbol of the Eye of Horus mirrors the placement of the pineal gland in the profile of the human head. The third eye is connected to clarity, concentration, imagination and intuition.

### **Proposed Content**

#### **Articles**

- Starting the New Year with clarity/vision.
- Interviews with coaches about clarity.
- How to achieve clarity through action.
- What is vision, how do you shape yours and how do you capitalize on it?

#### **Social**

- Individual posts to inspire people to consider their career paths in the context of the New Year, reminding them that now (November - January) is the perfect time to come talk to us.
- Short videos: brief interviews with coaches and clients (if possible) - how do you define clarity, what are your goals for 2020, what do you see when you look ahead...



**Conductive Coaching**  
**I Have No Time**  
**Social Media Post**  
**July 2019**



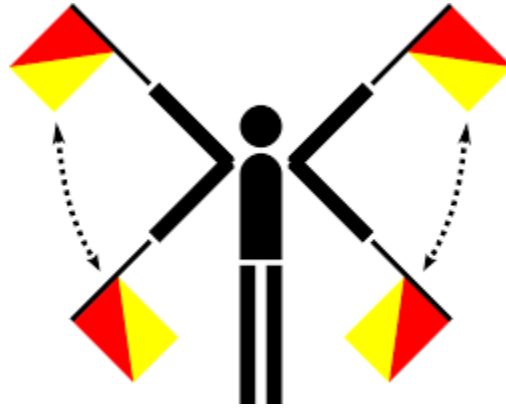
**MYTH 3: I HAVE NO TIME**

Does it always feel as if you have no time? You're not alone. Between your career, your family, some necessary errands, a new series on Netflix...it often feels as if you're being drawn and quartered, like you're caught in the path of a category 5 something or other. But don't batten down the hatches - throw them open!

One of the best ways you can harness more of your time is to take action - don't procrastinate! Be decisive! Don't try to achieve clarity and then act - action creates clarity. Take ownership of your time by committing to what needs to get done and doing it. You'll find the more you get done, the more time you'll actually have. Tackle everything with confidence and enthusiasm - the idea is to have an impact on your own life each day, at work and at home. Substitute perseverance, as applied to one objective, instead of multi-tasking. Change your mindset. You might get further than you think. And in less time.

Time management and increased productivity are core to our holistic approach to coaching at Conductive. Make some time and stop by for a conversation - first one's on us.

**Conductive Coaching**  
**The Language of Collaboration**  
**Social Media Post**  
**July 2019**



The language of collaboration isn't just the language we use: what we say also conveys non-verbal messages. We often spend so much time worrying about how to say something, or how to write it down, that we make ourselves oblivious to our non-verbal cues.

The last time you sent an email with knots in your stomach - those knots rode shotgun with that email. How about when you start a sentence with, "I'm not saying this as a criticism, but..." the person to whom you were speaking simply heard you criticizing him or her. And how about this old warhorse: "I'm not saying I have all the answers." Which means you probably think you do!

Can you think of the last time you wanted to say something and you held back: what did it sound like? How was it received? Your audience's reaction will often reveal the intention behind your communication, even if your words have camouflaged some of it.

Where you're coming from – your commitment, your energy – has more to do with what your audience hears than you might think. When you're impassioned and truly present, people feel it; when you welcome new ideas, people sense it. You can't help anyone shift his or her paradigm unless you shift yours first. Collaboration starts as a mindset, then it becomes language, conversation and successful cooperation and leadership.

**Tweet**

Collaboration starts as a mindset, then it becomes language, conversation and successful cooperation and leadership. At @beconductive, we help you activate your best communication skills. Talk to us! First one is free (we mean it).

**Conductive Coaching**  
**Bio for CMO Beverly Caen**  
**July 2019**

“I love partnering with a client and really helping them see how they can activate the best of themselves,” says Beverley Caen, who coaches at all levels, from CEOs and executive leadership teams to high potentials, general counsel, business owners and entrepreneurs. “I love having a real, lasting impact, which is what results when I can help someone be his or her absolute best. It’s possible!”

Bev is a motivating, performance-driven Executive Leadership Coach who leverages her professional experience to truly understand and inspire her clients. She uses her unique perspective and coaching style to spark and support leadership development, communication skills, goal setting, decision-making and team integration. Bev also works with teams to maximize performance and productivity.

Beverley holds an MBA from The Kelley School of Business at Indiana University and an undergraduate degree in Finance & International Business from Florida State University. After earning her MBA she spent 11 years in Institutional Equity Sales at AllianceBernstein, Citigroup and UBS, where she covered large asset managers and top-tier hedge funds. She then ran an Executive Search firm in the Financial Services industry for over a decade.

“I was coaching and recruiting, and I fell in love with helping people transition,” Bev says. “What excited me the most was helping my clients bring out the best of who they are and seeing them create the best situations for themselves.”

Beverley came to Conductive from the NYU Stern Business School’s Career Center for Working Professionals. She has a thorough understanding of a wide spectrum of careers, which gives her the expertise to coach effectively in many areas; her clients work across a broad spectrum of industries and career paths, including Entrepreneurial/Start-Ups, Financial Services, Healthcare, Luxury & Retail, Management Consulting, Marketing and Media. Beverley’s strategic business skills, combined with her supportive style, inspire trust and create maximum impact for her clients, so they can achieve their individual professional goals and hone their leadership skills.

“Working with a coach is as big a commitment as you’ll probably ever make. You will become self-aware, which is a truly challenging thing to accomplish, and you’ll learn all of the tools you need to manage your new self-awareness,” Bev says. “You have support all of the time from your coach, it’s not just week-to-week. It’s the most intimate business relationship you will ever have.”

Bev is certified by the Institute for Professional Excellence in Coaching (iPEC), New York University and is accredited by the International Coaching Federation (ICF-PCC). She is also certified in the full Hogan Suite of assessments and the Leadership Versatility Index (LVI).

“No two people are alike,” Bev says. “Every outcome is different, every journey is different...everybody gets something different, and equally powerful, from coaching, if the desire is there to change.”

Bev lives in Scarsdale, NY with her three children. She is passionate about women’s fitness and has authored two books on the subject. She is also an avid alpine skier and beachgoer.

### **Certifications**

Institute for Professional Excellence in Coaching (iPEC)

International Coach Federation (ICF)

NYU Coaching

Hogan Assessments

Leadership Versatility Index (LVI)

### **Media**

[to be added]

### **Testimonials**

[to be added]

**Conductive Coaching**  
**Where's the Goalkeeper?**  
**Social Media Post**  
**July 2019**



**Where's the Goalkeeper?**

We've all heard the phrase, "every challenge is an opportunity," but let's think about this idea in a different way.

Imagine you've been playing soccer for almost 90 minutes, the standard length of a regulation game, and you're exhausted. One of your teammates finds you near midfield and passes the ball to you - you turn and sprint toward the goal. You near the penalty box when, suddenly, the referee blows the whistle, stops the game, pulls the opposing goalkeeper and motions for you to shoot at the now unattended goal. How do you feel?

While you might dream of taking a shot at an empty goal in the last few seconds of a World Cup Final, when your team is already ahead by a goal or two, most of us wouldn't enjoy it. Why? Think about who that goalkeeper is: your own self-doubt? A difficult boss or manager? A challenging family member? Your own limiting beliefs? Whatever or whoever it is in your way, there is nothing more rewarding, more satisfying, than overcoming an opponent and achieving victory.

At Conductive Coaching, we get you down the field and help you take the shot. Lace up your cleats and come in for a free consultation with one of our coaches. And congratulations to the USWNT on their incredible World Cup 2019 win!

**Tweet**

While you might dream of taking a shot at an empty goal in a World Cup Final, when your team is already ahead by a goal or two, most of us wouldn't enjoy it. Why? Because there is nothing more rewarding & more satisfying than overcoming an opponent & achieving victory.

**Conductive Coaching**  
**Do You Have a Plan B in Place?**  
**Social Media Post**  
**July 2019**



Let's say you just started an exciting new business with three former colleagues. You're excited to finally be striking out on your own as an entrepreneur after 15 years in the same position. You know your business partners, and you like and trust them. Having said that, you're smart and practical: it's almost Halloween, however, and you realize if the business doesn't come together in the next two months, you'll have to start looking for a job after the first of the year. You have a Plan B in place. Have you wondered how having a Plan B will contribute to the success of your venture and how much it might impede your venture from achieving liftoff? You need to consider both:

**WAYS A PLAN B CAN CONTRIBUTE TO YOUR SUCCESS**

- Reduces some of your worry about your present circumstances because it reminds you how capable you are of moving on if need be. This diminishes some of your stress and makes you less stressful to be around.
- Keeps you networking so you make new contacts and meet people who can help you in your current venture - or in the next.
- Keeps the naysayers in your life at bay: they know you're on a timeline and not throwing caution to the wind.

**WAYS A PLAN B CAN PREVENT YOU FROM SUCCEEDING**

- Your partners feel you're not all-in, even if they, too, have Plan Bs. There's passive tension in the group because not everyone shows up every day motivated to drive the business forward - Plan B can hold you back from making a full commitment every day to your venture.
- Your employees feel it. You find yourself eavesdropping on their phone calls, wondering if they're looking for a job because, after all, you're doing the same.
- Your investors feel it. What you need most to succeed is their commitment, but they can't give it to you because they don't have a sense you're all-in.

Take a close look at your Plan B and make an honest assessment of its impact, how it might be helping you, how it might be holding you back. Conductive can help you make this assessment and achieve clarity through action. First one's on us.

**Tweet**

Do you have a Plan B? @beconductive wants to help you take a close look at your Plan B & assess its impact, how it might be helping you, how it might be holding you back. We can help you achieve clarity through action. First one's on us.