



C-level stories

Communications Coaching for CEOs

Elevating Leaders, One Story at a Time

Executives and companies whose stories are easy to digest, remember and retell have an instant advantage over the competition. Make sure your narrative is clear, consistent and inspirational.

Don't leave your story to chance. It's what distinguishes you amid a noisy marketplace. Even the world's best-known speakers and top business leaders rely on coaches, writers and editors who can help them determine the best details, eliminate the superfluous ones and nail the delivery.

C-level Stories specializes in helping executives find their voice, get comfortable with their story and learn to connect with audiences naturally and with confidence.

Who We Help

- CEOs, C-level execs and rising senior leaders who are defining who they are and what they stand for
- CMOs and VPs of communications working to develop + promote leader and company brands
- Startup founders who are working to define their mission, vision, tone and leadership style as they scale their companies
- Leaders with deep integrity, a sense of mission and a desire to develop communication skills as a key strategic + leadership tool

When We Help

- **Pre-IPO:** Startups working to set company, Founder/CEO and culture narratives straight from Day One
- **Growth stage:** Strong narratives can help recruit employees and acquire customers
- **Fundraising:** Compelling stories help raise investor confidence
- **Transitions:** Leadership change, product launches or business strategy shifts
- **Succession planning:** Tomorrow's C-level execs need to prepare now by elevating their presence and leader communications skills

- *Whenever a company or leader narrative needs to be tightened, recast or reframed*

Services for Leaders

- **CEO/Founder Narratives.** Before broadcasting your story, get it right. We take a journalistic and collaborative approach to create concise, well-told, well-vetted and well-aligned foundational narratives.
- **Vision, Mission, Values Statements**
- **Ongoing Content & Coaching Services**
 - Ghostwriting contributed articles, memos, blog posts, social media
 - Keynote presentation content development
 - Speaker skills & delivery training
 - Executive presence training
 - Internal communications coaching
 - Comprehensive, specific and actionable feedback

Services for Companies & Teams

- **Company Brand Positioning Narratives**
- **Coordinated Executive Team Narratives & Content Strategy**
- **Workshops and Trainings for Individuals & Teams**
 - How to launch your story like a CEO
 - How to nail your next company presentation
 - How to win using social media
 - How to set culture and talk to employees
 - How to think about content strategy
 - How to enhance your leadership presence

Clients

Public companies:

Bristol-Myers Squibb, Genentech, Google, LinkedIn, RingCentral, Samsung

Startups:

Alphabet Energy, Atara Biotherapeutics (IPO'ed 2014), Granular, HealthCrowd, Kurbo Health, Radius Intelligence, Realm (formerly TightDB), Refresh

Venture Firms, Consultancies & Universities:

Citi Ventures, Columbia Business School, Sequoia Capital, West, VisionMobile

Recommendations

(More on [LinkedIn profile](#))

Shannon Stubo, VP @ LinkedIn

Rebecca is a smart, strategic and intuitive communications expert. She has a great gauge of what works in communications, and she partners extremely well with her clients to deliver the best results. She's an extremely talented writer and understands how to effectively communicate messages to any audience. I find Rebecca's ability to coach executives and provide the right level of feedback to them to be one of her best assets. In addition to being a strong relationship-builder, Rebecca is also the consummate professional. She would be a great partner to any organization, and I'm very grateful I was introduced to her to work with our team at LinkedIn.

Tom Beermann, VP @ Samsung

Rebecca was very helpful to me and my team in helping us formulate a concise, coherent story for a presentation where we needed some sound outside communications counsel. She was a pleasure to work with and extremely responsive -- an important characteristic on a project requiring quick turnaround time. Rebecca's experience as a journalist is not only an asset to her finished work product but also in helping to convey a credible, well-informed point of view working with others during the creative process.

Allison Johnson, Founder @ West (former VP Marketing @ Apple)

I'm on the long list of people who have an aversion to public speaking and as a founder and ceo of a crazy busy startup, speech prep is way down the list of where I prioritize my time. Rebecca made the whole process easy, painless and, importantly, applied just the right amount of discipline to the process. She elevated the content and made sure we kept the audience front and center while crafting the remarks. Loved working with her and look forward to doing so again.

Rates

Available upon request

Who is C-level Stories?



Rebecca Goldsmith has built her career around professional storytelling, first as a Pulitzer Prize-nominated newspaper reporter, and later helping business leaders develop and deliver the stories that help them succeed.

She brings global perspective from working in-house with senior executives at Google and Bristol-Myers Squibb. As a journalist, she was a wartime reporter in the Middle East and a business correspondent in Europe (based in London).

In 2012, Rebecca launched C-level Stories as a resource for executives who believe clear, credible, compelling communications is an important component of their leadership toolkit. Since then, leaders at Fortune 500 companies and major startups have entrusted Rebecca to help them shape and share their narratives.

Stay in touch!

Email rebecca@c-levelstories.com

Phone (650) 898-7735

Twitter [@C_levelStories](https://twitter.com/C_levelStories)

LinkedIn <https://www.linkedin.com/in/rebeccagoldsmith>

Web c-levelstories.com

Mail 1330 University Dr. #17, Menlo Park, CA 94025



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