

CLIENT SUCCESS STORY

MC

General Manager · Data Center Operations



PLACED — MAY 2026

Full compensation package including base, bonus, and equity · Dallas–Fort Worth · 10 months from engagement start

WHERE HE STARTED

MC's search began in July 2025 under real financial pressure. An early opportunity looked promising until Dee flagged it as suspicious from the very first session, a read that turned out to be correct.

What followed was a long, methodical, often discouraging search. Momentum built through the fall of 2025 across multiple live processes, interrupted by real life events along the way. Roles fell through. AI-powered job platforms returned what MC himself called garbage.

WHAT WAS ACTUALLY BROKEN

By March 2026, the real pattern became visible: MC was getting interviews consistently but not converting them into offers. This was named directly and without softening.

"We should have gotten a lot of offers by now."

LUKE, ON A COACHING CALL WITH MC — MARCH 2026

The gap was not his experience. It was how he was showing up once he got in the room, and a search strategy spread too thin, never fully committing to one lane.

WHAT CHANGED

Dee's coaching narrowed and sharpened. Before a key interview, she ran real competitive intelligence and coached him specifically on reading the hiring manager's psychology, not generic interview advice.

"You're not a unicorn. If they need one, MC, they might need five."

DEE, REFRAMING MC'S POSITIONING — APRIL 2026

"Assume the sale. What do you want me to do on Monday?"

DEE, REFRAMING MC'S INTERVIEW APPROACH — APRIL 2026

That reframe gave him the language to translate his technical wins into terms an employer could immediately recognize as value, not just technical detail.

WHERE HE LANDED

In May 2026, MC accepted a General Manager role in data center operations, based in the Dallas-Fort Worth area, with a full compensation package reflecting the seniority of the role. Luke, who had coached him through the hardest stretch of the search, was on the call when the offer was confirmed.

"I think about it all the time, all the interviews we've had and all those things not coming."

LUKE, REFLECTING ON THE LENGTH OF MC'S SEARCH — MAY 2026

THE SHIFT

MC's own reflection, after ten months of search, was about patience, staying close to the people who already believed in him, and understanding the real difference between being chosen and being a genuine match.