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# Navigating the Leap from Director to Decisive CEO

## CASE STUDY

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# Case Study: Navigating the Leap from Director to Decisive CEO

**Client:** Nikolay Belchev

**Transition:** From Sales & Marketing Director to Chief Executive Officer (CEO)

**Service:** [The Connected Executive](#)

## The Challenge: The Habits of an Expert Can't Build the Vision of a CEO

Nikolay Belchev was exceptional at his job. As a Sales and Marketing Director, his success was built on being deeply involved, knowing the operational details, and driving his team's results personally. These were the very skills that earned him the top job: CEO.

But the promotion came with a hidden challenge. The hands-on, in-the-weeds approach that made him a star director was now his biggest obstacle. As CEO, he needed to operate from a different altitude. His new role demanded that he let go of the day-to-day, empower his leadership team, and communicate a clear, strategic vision for the entire company—not just his former departments.

The core problem was clear: **How do you successfully transition from being the expert *in* the business to becoming the leader of the business?**

## The Solution: A Practical Roadmap for Real Behavioral Change

Nikolay engaged [The Connected Executive](#) program to guide his transformation. The approach was practical and grounded in reality. We didn't rely on abstract theories; we focused on a stakeholder-centric coaching model. This meant involving his new management team directly (and confidentially) in the process to measure what was actually changing on the ground.

Together, we identified three critical behavioral shifts that would define his success as CEO:

1. **Stop Micromanaging, Start Empowering:** Move from being the go-to person for every departmental decision to trusting his leaders to own their areas. This meant learning to delegate outcomes, not just tasks.
2. **Communicate the Vision, Constantly:** Shift from discussing tactics and quarterly targets to consistently articulating the company's long-term vision and strategy, ensuring every leader understood their role in it.
3. **Execute Decisions with Speed and Clarity:** Develop the confidence to make swift, high-level strategic decisions and implement them without getting bogged down in analysis paralysis.

## The Journey: From "Doing" to "Leading"

Over six months, we established a rhythm of focused coaching and real-world feedback. Nikolay bravely and consistently asked his team for input, and they provided anonymous

feedback scores on his progress.

This wasn't just talk. It was a disciplined process of trying new behaviors, seeing how his team perceived the changes, and refining the approach. He learned to "get off the dance floor and onto the balcony"—observing the entire system instead of getting caught in a single dance.

The results were not just felt; they were measured. The feedback from his 11 key stakeholders showed a substantial, positive shift across all three target behaviors. The new CEO wasn't just acting the part; he was fundamentally changing how he led. This created a ripple effect, empowering his team to step up, take ownership, and operate with more autonomy and purpose.

## **The Result: A True Leader Emerges**

The ultimate measure of success is the impact on the leader and the business. In Nikolay's own words:

*"I have had George as a coach for my transition from Sales and Marketing Director to CEO position and it was amazing. Once you find a fit, George immediately creates the 'sacred' safe place where the magic happens and the most insightful, reflecting and rewarding learning experiences take place. He will stretch you out from your comfort zone while his capacity to empathise and create positive emotional memories will leave a long-lasting learnings. He is very well structured, logical and possesses diverse knowledge on various topics with vast capacity to quickly switch between them. Undoubtedly, having him as a coach was one of the most rewarding experiences for me. Hence my strong recommendation for him."*

## **About George Bragadireanu | Executive Transition Coach**

George Bragadireanu specializes in coaching successful leaders through their most critical career transitions. His proven process helps executives step back from the daily operational demands to embrace a more strategic perspective. With over a decade of experience, George has guided numerous leaders to achieve transformative growth, renewed purpose, and measurable results.

## **Navigate Your Transition with Confidence**

[The Connected Executive](#) is a structured program designed to provide the clarity and support

needed to succeed in a new, demanding role.

Schedule an exploratory call to discuss your unique leadership challenge.

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