



SELECTED WORK / 01

The Leader Who Became the Standard.



Mike Glaicar

CEO, New Beauty Magazine

ENGAGEMENT

C-Suite · 90-day evaluation

SCOPE

Media infrastructure & authority codification

THE PROBLEM

He was known as a CEO. He was not known for his thinking.

The frameworks and philosophies Mike had built over years of leadership existed only in the rooms he entered, shared consistently with his team, but never in a centralized place where he could effectively mentor at scale outside of his team. His intellectual authority was real, but it was invisible to the market. When he was not in the room, his thinking was not either.

THE SOLUTION

Not to market him. To document him.

DHM was retained to extract, codify, and build media around Mike's body of thought. Over the course of the engagement we structured his philosophies into a documented, producible body of work, giving his thinking a permanent form the market could reference independent of his presence.

*“This is media infrastructure.
We believe in our value of reality.
We film what is true and what has made
the leader successful.”*

DHM Methodology

*Your reputation precedes you.
Or it does not.*



THE OUTCOMES

We do not create authority. *We document the truth about who you are* and build media worthy of it.

Reputation in the Room

01

BEFORE

His thinking existed only when he was present. Partnership conversations began with his title and rarely reached his philosophy.

AFTER

Partners and prospective collaborators began referencing his frameworks before he introduced them. His reputation entered the room before he did. People chose to work with him because of how he thought, and they already knew how he thought.

A Team That Leads From His Thinking

02

BEFORE

His leadership principles were felt but not formalized. The team operated from his presence rather than from a shared language.

AFTER

In one-on-ones, his team began surfacing his own frameworks as points of alignment. When a leader's thinking becomes the language his team leads from, that is not personal branding. That is organizational authority.

Intellectual Infrastructure That Travels Without Him

03

BEFORE

His thinking traveled only as far as he did. Without him in the room, the intellectual property was inaccessible.

AFTER

His body of work now exists as a permanent and referenceable asset, independent of his physical presence. The infrastructure outlasts any single conversation.

*Diamond Hands Media has helped serious builders in medical aesthetics
own their authority since 2020.*