

Case Study #4

Local Office of a National Professional Services Firm

THE CHALLENGE

StrategyHorse was retained by the local office of a national professional services firm to improve the business development acumen of a group of promising Rising Leaders. Management recognized that there were several challenges holding this group back from growing their individual client bases, as well as creating growth opportunities on an inter-office and inter-departmental level.

Senior leadership at the firm encouraged business development efforts only through well-funded marketing budgets and the provision of internal marketing execution support. There was little in the form of the leaders' commitment to mentoring their teams towards meeting growth goals.

The project's participants ranged in experience level from 8-20 years and each professional stated that eventual partnership was their goal. Even though the collective technical expertise and team mentality of the group was exceptional, their ability to advocate for themselves as Rising Leaders and business developers was almost non-existent.

The institutional marketing support provided by the firm was falling short because the professionals were unable to strategically employ the resources made available to them.

THE APPROACH

The project began by enlisting the support of the partnership group, ensuring they were made aware of their teams' challenges and the methods with which we were going to address them. No investment in programs like these can be successful without the coordination of efforts and support from all levels of management.

StrategyHorse structured and facilitated group workshops, each with 6-8 members with diverse experience levels and interests, for a period of 9 months. We led each group through exercises, structured discussions and organic conversations that were designed to build confidence, strengthen leadership skills and create unique personal brands that dovetailed with the firm brand. Each group was filled with an incredible camaraderie that created a safe and inspiring environment in which to learn.

Each participant established their personal objectives for the project and their progress was consistently measured throughout the process. We provided senior leadership with regular check-ins informing them of each group's successes and challenges.

Our role was three-fold:

- 1) Help Rising Leaders develop the confidence necessary to sustainably grow the company's footprint
- 2) Facilitate an improved relationship between Rising Leaders, their supervisors and their teams to foster an environment where both organic and external growth could flourish
- 3) Provide both the groups and their supervisors with a structured and measurable system to encourage growth

THE RESULTS

- ✓ **18%** of participants were invited to enter the partnership track straight away
- ✓ Adoption of a detailed business development process through which participants could track their successes and communicate them with their supervisors
- ✓ **82%** of participants increased their strategic—and measurable—networking efforts (internal and external) by an **average of 60%**
- ✓ **Average of 40% increase** of all groups' relevant social media use for promotion, thought leadership and connecting with qualified clients and referral sources
- ✓ **35%** of program participants took on new professional and civic leadership positions, directly leading to more cultivation of new and existing client relationships
- ✓ Prior to StrategyHorse's involvement, none of the groups' members participated in the various organizations/strategic alliances afforded to them by their firm; Upon conclusion of the project, **70%** of the participants joined committees and attended events on a consistent basis
- ✓ **25%** of the program's participants took the initiative to create, plan, promote and lead targeted business development events throughout the year
- ✓ Exponential improvement in confidence, poise, executive presence and ability to effectively engage ambassadors for their respective growth efforts
- ✓ **Cost savings** resulting from a reduction in random sponsorships and memberships that did not directly contribute to stated growth objectives, leading to improved efficiency of marketing efforts
- ✓ Enhancement of the system with which marketing staff supported Rising Leaders' business development goals, a product of their enhanced focus and intentionality

The qualitative results provided in this case study are reflective of a successful collaborative effort between StrategyHorse and our client. These results are indicative of many of StrategyHorse's completed client engagements over the last five years. Each client is unique in its ability to realize its objectives and those that commit to a well-organized effort should also achieve comparable results*.

*StrategyHorse Consulting Group judiciously partners with its clients to promote robust growth, yet it does not guarantee results.