

CASE STUDY: THE IMPACT OF STRATEGIC EXECUTION IN BREAKTHROUGH PROJECTS

INCREASED EARNINGS AND SALES: 12.4 MILLION DOLLARS

Situation

A new and struggling organization in the health care industry was committed to achieving more than just incremental results. The existing culture was combative and lacked authentic communication and collaboration with turf wars and infighting about priorities becoming a daily occurrence. Sales were falling and momentum had turned from accelerated growth to dramatically receding earnings and sales. Something needed to be done to facilitate authentic communication, trust, employee engagement, executive accountability and ownership of outcomes needing to be produced across the enterprise.

Solution

Dr. Pauline Serice began working with the executive leadership, sales managers, and operations/technology managers across the enterprise ultimately working with all of their teams as well. So often, changes in relating and communicating are 'packaged' into a 2 hour tool kit session to "teach" people the best way to deal with or handle certain situations, however, this organization was committed to transforming the way they fundamentally operated with each other, and the place that interaction occurs is in the projects people are working on to execute the committed to businesses outcomes across the whole organization. Dr. Serice engaged in strategic business planning and design with the executive leadership team, in depth cultural and behavioral assessments, personal coaching with the executive leadership and managers, delivered just-in-time course work teaching the fundamentals of her Experiential Authentic Leadership Development – Growth Through Adversity Process Technology and worked with project teams and executive leadership on a daily basis to practically apply the EALD-GAP technology inside of the breakthrough projects designed to deliver fully on the company's strategic intent.

The Business Result

The organization achieved amazing results in just a 12 month period of time, including the successful execution of one project which improved earnings by \$400k with an additional high level project driving a sales increase of \$12M, from \$29M to \$41M, for one of the organization's key clients.