

Client Case Studies



Proven solutions that move
the performance needle

Assess Needs

Grow Revenue

Satisfy Customers

Create Leaders

Manage People

Optimize Projects

Measure Results



The Exact Expertise to
Ignite and Sustain Performance™

Client Case Study

Action Leadership Development

Financial Services Industry

Background

This industry leader in the real estate investment market decided to capitalize on slow economic times by developing their existing and future leaders while simultaneously improving their business operations.

Goal

The goal of the program was to develop the next generation of leaders that would significantly grow the company and maintain the philosophy and culture created by the original founders. Specific objectives were to:

- Identify key opportunities that would impact the company's bottom line
- Execute strategies that would create a distinct competitive advantage
- Initiate and lead change effectively within the organization

Challenge

The Leadership Development Program needed to explicitly address the following challenges:

- Effectively utilize the collective company and industry knowledge of senior executives in different functional roles
- Provide a learning experience that was relevant to participants' day jobs and future roles within the company
- Remain at all times practical and applicable to the overall corporate strategy so that results from the team initiatives were clearly visible to and appreciated by senior executives
- Generate bottom line financial benefits in terms of increased revenue and decreased costs far exceeding the overall costs of the program

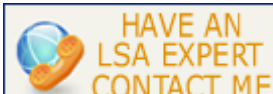
Approach

An action learning format provided the foundation of the program. Participants worked in cross-functional teams, with a goal of providing a significant contribution to the company's bottom line or competitive position. Teams progressed through the phases of a major project while they received just-in-time training, coaching, mentoring, and the tools necessary to succeed. The teams of three went through the following steps over a six month time period:

1. Identified opportunities to either drive new revenue or decrease operational costs
2. Selected one high potential opportunity and created a business case to present to senior executives for implementation approval
3. Led the project implementation, engaging and influencing most areas of the company
4. Measured the results of their efforts

During the course of the project, each team was supported by an executive mentor who provided significant knowledge to the team about their project focus, company politics, and how to keep on track. Each team also had an executive sponsor—the CEO, the President, or the Chief Risk Officer, each meeting with their assigned team on a regular basis to provide strategic guidance.

GET MORE
SOLUTION
DETAILS



GO TO
LSA GLOBAL
WEBSITE



The Exact Expertise to
Ignite and Sustain Performance™

Results

The Leadership Development Program produced significant results across three dimensions: business results, leadership maturation, and organizational learning.

1. Business Results

- Approximately \$3 million realized in year 1 bottom line impact
- \$10 million plus expected in bottom line impact in year 2
- Development of new critical processes
- Validation of several key current processes
- Identification of new high potential market opportunities
- Recognition of several very high potential new leaders in the company

2. Leadership Maturation

The most profound and meaningful learning for the participants was their own reflections based on their experiences at each stage of their project. While they learned about theories, methods and tools that could help them, their biggest “Ah Ha’s” came from breakthroughs in their own thinking, or from the consequences of their actions, as evidenced by the comments below.

Participants identified the following key areas of learning:

- “Seeing opportunities”; not overlooking ideas because they seemed too simple.
- Presenting to senior management – being brief and knowing when to stop “selling”.
- Pre-selling your ideas before ‘official’ meetings within the organization.
- Doing enough due-diligence to trust the data you receive.
- Optimizing an internal process can generate revenue as much as cutting costs.
- Big picture ideas are great, but smaller, more manageable projects often have greater “yield”.
- Acting quickly to vet great ideas.
- Not relying on outside partners to determine your revenue.
- Asking lots of questions in the beginning and organizing accordingly.
- Being flexible with your ideas/visions and being adaptable to a fast changing environment.
- Making sure everyone has a clear understanding and agreement on the objectives/deliverables, etc.
- Not being afraid to step up and lead, particularly in the absence of leadership. Being confident.
- Knowing that it is incredibly valuable to work interdepartmentally.
- It is not enough just to have good ideas. You need to be able to convince other people that your ideas are good in order for your good ideas to gain traction.
- Absent accountability, opportunities (or \$\$) can fall through the cracks.

3. Organizational Learning

The breadth of the opportunities addressed in this program required involvement from nearly the entire company and expanded the cross-functional learning and discovery process to all employees who were involved. As participants learned what they could achieve by acting as leaders, so did all who were tangentially involved in the projects.

GET MORE
SOLUTION
DETAILS



GO TO
LSA GLOBAL
WEBSITE



The Exact Expertise to
Ignite and Sustain Performance™

Action Learning Results

Finally, the following participant quotes attest to the success of the action learning format in developing new leaders:

- “Good microcosm of the issues and opportunities that happen every day at our company.”
- “The team learned how to manage working in an unstructured environment, dealing with time pressures, and working with different personalities.”
- “Typically skills development is done through formal training in a seminar with a lecture, simulations, and/or role playing for a few hours, making it easy to go back to your day-to-day routine and old habits. The leadership project was an opportunity to develop long lasting skills over a six-month period working on a real world problem with actual financial benefits to the company.”
- “This crash-course in navigating the roads to successful leadership at our company provided hands-on experience that will serve me well in my career.”

GET MORE
SOLUTION
DETAILS



HAVE AN
LSA EXPERT
CONTACT ME

GO TO
LSA GLOBAL
WEBSITE

Call Us Toll-Free 800.889.6452

Copyright ©2010 LSA Global. All Rights Reserved. All copyrights, trademarks, service marks and product names are copyrights, trademarks, service marks, or registered trademarks of LSA Global or its Partners.



The Exact Expertise to
Ignite and Sustain Performance™

We help make companies more competitive through people.

Founded in 1995 on the principle that training "by itself" will not drive tangible change or business results, we work with a select group of clients to get the most out of their people. Every training and consulting solution we provide increases revenue, decreases costs, or raises productivity.

Who we work with

Our clients are typically mid-market business leaders who believe that investing in people is vital to their success. The majority come from the high-tech, life-sciences, and service industries and often lack the internal resources or expertise to get the job done. They want more than what traditional training and consulting approaches can deliver.

What we do

We get results. Our one-stop-shop offerings range from creating a high performance culture, to outsourcing the training function, to designing and delivering targeted learning solutions. We excel in seven key practice areas: assessment, sales, loyalty, leadership, management, project management, and measurement.

How we do it

We partner with our clients in a way that makes sense for their unique situation. First we identify the key metrics they want to improve. Then we assemble a dedicated team of experts who have successfully solved similar problems with similar clients. Our expertise and flexibility allow us to move the performance needle faster and farther than anyone else in our industry.

Our Guarantee

We are fiercely devoted to the success of our clients and guarantee results.



The Exact Expertise to
Ignite and Sustain Performance™

Our clients tells us that we are different.

Our clients tell us that we save them both time and money. Our clients tell us that they appreciate access to certified best-in-class experts who help them to move the needle.

Our sales clients

confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.

Our customer loyalty clients

confirm that their customer revenue per household increased by 18%, repeat calls decreased by 48.4%, single contact resolution increased by 6.1% and their overall customer satisfaction increased by 10%.

Our leadership and management clients

decrease their costs by up to 50%, increase speed-to-productivity by 60%, accelerate promotions by 20%, decrease unwanted attrition by up to 40%, and report an additional \$13m to their bottom-line.

Our project management clients

inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

Request an LSA Expert
Contact Me >

LSA Client wins 2010.. Learning LEADERS

Bersin & Associates
Leadership Development Program
Excellence Award

Learn More >

Health Check

Get FREE Best Practice Diagnostic >

Voice of the Customer

See What Our Clients Say >



The Exact Expertise to Ignite and Sustain Performance™

Representative Clients

We are fiercely devoted to the success of our clients and proud that over 85% of our business comes from repeat business with satisfied clients.



97.5% client satisfaction

98.2% recommend LSA

98% solution satisfaction

129% knowledge gain

800+ Assessment and Measurement Projects

45+ Client Case Studies

100+ Client Testimonials

Top 10% Certified Experts