

New Mindset Generates Breakthrough Growth in Global Tech Company

A global Silicon Valley tech giant engaged its top talent in challenging the company's winning strategies and confronting assumptions about the future. As a result, innovative strategies emerged for growing the business, an inspired cadre of next gen leaders was forged, and a high impact executive development process was launched.

BREAKTHROUGHS

Breakthrough Business Results

"We are still driving our core business as hard as ever... we've supplemented it with new growth initiatives—which are very exciting and very different for us. There is a lot more buzz and energy which is causing the company to change the way it behaves. It's not just the big machine continuing to roll on."

CEO

"It has led to an opening of minds."

EVP, New Business Ventures

"There has been a freeing up of thinking."

EVP, Core Business

Challenge

The CEO and COO of a global technology leader were concerned about the "limits to growth" of the existing, very successful corporate business model. In order for the company to maintain its market position, they felt it was essential to break through

the attitude of arrogance and complacency common to market leaders, and to grow the capacity of the next generation of talent to successfully lead the company into the future.

Solution

We recommended a series of action learning executive development conferences focused on growing the business. Four hundred of the most senior executives confronted their fundamental assumptions about the future, and realized the limitations of their own thinking and actions on the company's growth potential.

Each conference session was launched with a CEO challenge and concluded with a dialogue between the CEO and participants regarding their strategic recommendations for change. A team of 15 cross-session participants was selected by their peers to consolidate recommendations and bring them to the executive staff."



Results

A high percentage of recommendations were approved and incorporated into the Corporate Strategic Plan, including:

- ▶ Revision of the company's vision, mission, and core strategies
- ▶ Significant innovation within the core business
- ▶ Creation of a new division dedicated to the incubation and growth of new businesses
- ▶ Startup of an internal merger and acquisition team, and significant investment in an internal venture capital group
- ▶ New opportunities for developing executive and General Manager talent

- ▶ All of which led to increases in business results along numerous metrics

The initiative launched a powerful executive development process for the company—using conferences for real-time talent assessment, development of strategic skills, and breaking down silos with cross-organizational collaboration.

The results from these ground-breaking "grow the business" conferences earned the design team the most prestigious corporate achievement award for business impact, and were showcased in Business Week, Fortune, and Forbes articles. Several program graduates who moved on to executive positions in other leading tech firms retained the consultants for similar executive development and strategic initiatives.

ABOUT BEING FIRST

Being First is a Breakthrough company, providing advanced expertise in personal and organizational transformation since 1988. We open leader's minds, develop their self-mastery and equip them with the advanced Conscious Change Leadership skills to transform themselves, their organizations, communities and cultures.

As Strategic Advisors to the C-Suite, we provide an integrated System of Transformation that builds transformational leadership capability by providing your leaders with the consulting, training and development, coaching, methodology, tools and assessments to perform optimally and Achieve Breakthrough.

For more information, BeingFirst.com or call us at +1 970.385.5100.