

DRIVING GROWTH AND CULTURAL TRANSFORMATION ▶▶▶ THROUGH EXECUTIVE DEVELOPMENT

DRIVING STRATEGY & GROWTH

Topic Area: Strategic Growth & Business Transformation

Client Industry: Fiber-based packaging and products



EMORY
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BUSINESS
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Emory
Executive
Education

The Challenge

After years of underinvestment, several business units needed to reignite growth. Leaders had to shift from a management mindset to a more entrepreneurial approach, identifying new opportunities and creating a clear, actionable strategy.

The Approach

The executive education team designed a multi-module learning experience that unfolded in three key phases:

- Entrepreneurial Mindset Development: Leaders explored the shift from managing to strategically growing a business, identifying untapped opportunities.
- Strategy Sprint (3 Days): A large-group intensive focused on assessing growth opportunities and crafting a compelling strategic narrative.
- Strategy Validation (3 Days): After two months of team-based work, participants returned to refine their strategies with faculty guidance, stress-testing their plans and sharpening execution tactics.

The Outcome

Each business unit emerged with:

- A shared “winning aspiration” and strategic vision
- A cohesive, stress-tested strategy with clear execution plans
- A structured approach for tracking progress and ensuring alignment

Key Questions

- How do we kickstart growth in underperforming business units?
- How do we identify and assess new growth opportunities?
- How do we align teams around a strategic vision and execution plan?
- How do we ensure our strategy is both robust and actionable?