DRIVING GROWTH AND CULTURAL TRANSFORMATION
THROUGH EXECUTIVE DEVELOPMENT

DRIVING ORGANIC GROWTH

Topic Area: Growth Strategy & Organizational Transformation

Client Industry: Consumer Goods

EMORY GOIZUETA BUSINESS SCHOOL | Emory Executive Education

The Challenge

Amid a company-wide reorganization, the client aimed to **drive 50% growth** while simultaneously improving operational effectiveness. Achieving this required a fundamental shift in mindset and approach across all levels of the organization.

The Approach

A **growth-focused transformation** was initiated, starting at the senior executive level, with a focus on:

- **Developing a culture of growth** by instilling new practices, skills, and tools.
- **Building leadership capabilities** to foster breakthrough innovation.
- **Implementing disciplined processes** to support sustained, scalable growth.

The Outcome

- **New growth opportunities identified** and prioritized.
- **Product portfolio streamlined**, eliminating low-ROI categories.
- **Product development and feedback cycles optimized** to accelerate innovation.

Key Questions

- How do we build a growth mindset and culture across the organization to drive sustained business expansion?
- How do we ensure our leadership team can consistently translate growth strategy into disciplined, cross-functional execution?
- What data do we need to better identify, prioritize, and validate new growth opportunities?
- Where are we missing actionable insights that would speed up innovation and feedback loops?
- What organizational habits or processes must shift to support sustained, scalable growth?