DRIVING GROWTH AND CULTURAL TRANSFORMATION
THROUGH EXECUTIVE DEVELOPMENT

EXECUTIVE LEADERSHIP DEVELOPMENT

Topic Area: Strategic Thinking & Execution

Client Industry: Financial Services

EMORY GOIZUETA BUSINESS SCHOOL | Emory Executive Education

The Challenge

A rapidly growing company sought to increase revenue and market share, strengthen its organizational culture following multiple mergers and acquisitions, and deepen relationships with its existing customer base to expand service utilization.

The Approach

In collaboration with the Emory Executive Education team, the company co-developed an intensive three-week executive development program. The initiative focused on enhancing strategic thinking, execution, and leadership capabilities. Key components included:

- Executive-level content and insights
- Leadership simulations and assessments
- Panels featuring company executives to address organizational challenges
- Individual coaching and applied projects
- A leadership rowing experience to build team cohesion

The Outcome

Within five years, the company:

- Established a purpose-driven, cohesive culture
- Increased customer engagement and share of wallet
- Improved employee engagement across all levels
- Achieved significant revenue growth, evolving from a large regional player to a national market leader

Key Questions

- How do we create a unified culture that drives performance and engagement after multiple mergers and acquisitions?
- How do we deepen relationships with existing customers to increase share of wallet and expand service utilization?
- How do we develop leadership capabilities to scale from a regional player to a national market leader?
- How do we align our executive team around a strategic vision that accelerates growth and execution?