



1. Situation

- Mutual insurance company
- Five diversified businesses in one company focused on individual and corporate insurance, financial products and services
- \$30 billion assets

3. Deliverables

- Leadership Development - Individual Structured Interviews, Dimensions of Leadership Profile® online assessment, 360° feedback online assessment, Myers-Briggs Type Indicator, Personal & Composite Leadership Assessment Reports, Personal Leadership Development Plans
- Performance Management - Design & delivery of skill development workshop for CMO DRs and NLL; SMART goal setting for DRs and NLL; Create strategic communications plan

**Financial
Services
Company**

2. Key Issues

- New CMO hired to build and establish a professional Marketing function that drives synergy and adds value throughout the organization
- The organization need to develop a long-term strategy to equip the organization to accomplish this transition to a one company vision
- New focus needed to enable its' strategic Marketing capability to thrive and drive the profitable growth agenda

4. Results

- Strengthened leadership team by improving alignment & accelerating execution of the Marketing vision
- Created a sustainable high performance management-based culture by clarifying roles & responsibilities, increasing accountability and improving individual and team performance; Implemented SMART goal setting and KPI metrics