

# STUART LEVINE ASSOCIATES LLC

## *Global Advertising Agency*

*Organizational Effectiveness/Leadership Development/Team Building and Facilitation*

### **Mission/Purpose (Objective)**

To sustain and enhance our client's business relationship with its largest client and to set the foundation for increased revenue in the future

### **Business Challenge**

A CEO from one of the world's largest global advertising agencies challenged the organization with "Reinventing our Future." His objective is to dramatically change the company's attitudes, behaviors and the way the firm works – with agencies, media buyers, direct-marketing firms and other business units working more closely together to achieve results and better service for its clients.

### **Description of Marketing Offering**

Getting it right with your senior leadership

Getting it right for you – Executive Consultation with General Manager of the Client Account

### **Process of Marketing Offering**

#### *Assessment:*

SL&A conducted a comprehensive assessment with selected stakeholders, including our client's clients, to report back and provide a meaningful structure for a Holistic Leadership Team meeting.

#### *Planning:*

SL&A facilitated this meeting to create a holistic leadership team, bringing together 7 partner organizations to more effectively grow their client's business. This team needs to work together with high trust, respect and effective communication.

We helped them to create a Values Statement (Beliefs), a Mission Statement (Purpose) and a Vision Statement (Aspiration). A process was begun to develop a model that will provide greater value to their client and answer the objective to "Reinvent our Future."

#### *Implementing and Aligning*

The barriers to success were defined as well and tasks with responsibilities and due dates were established.

#### *Developing Leadership*

A partnership will be built to ensure the success of all stakeholders. A Process will be followed to ensure internal alignment. Results must be Delivered to our client's client to ensure success of our project

### **Client Testimonials**

"We just completed a sensational meeting with our clients where in we took them through our progress on the new Partnership and our values, mission and vision. They were incredibly impressed and extremely complimentary. They really appreciate that we have embraced the new challenges and are stepping up to the challenge with tangible action. They offered the ultimate compliment that we are '800,000 years ahead of our competition on responding to their needs.'"