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A brand-powering leadership study

A global research report based on a proprietary new model for wise decision-making positions a leadership services firm at the forefront of the field.



For the past decade, trust in leadership has been fragile. Yet leaders are struggling to meet multiple, often conflicting, demands.

A global leadership services firm saw a powerful case for a shift in the mindset of leaders and the way they approached real-world decisions.

Task

It was time for a structured diagnosis of what was going wrong in the world of leadership.

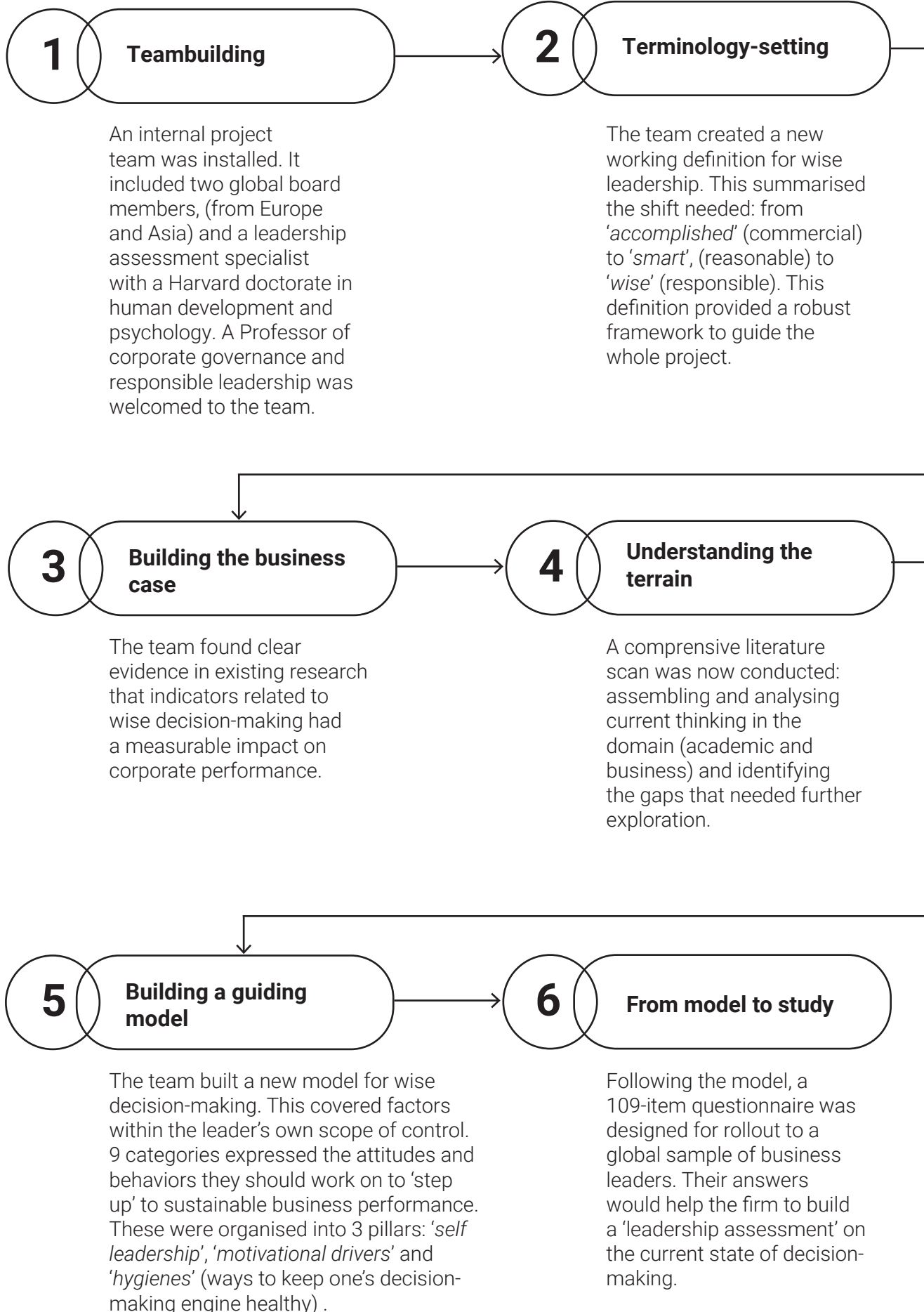
The output must help leaders (and their organisations) identify avenues for improvement, whilst positioning the firm as a thought leader in the wise decision-making arena.

But the subject was fluffy and lacked a clean definition that would make sense to business leaders. Significant work lay ahead to clarify and crystallise wise decision-making in a way that was compelling and actionable.

A new definition and model were needed, backed by data from a global population of active business leaders. And so the research project was launched.



Action



7**Engaging internal stakeholders**

An internal communications drive was conducted to mobilise the firm's Partners across the globe. They learnt about the new model, the moral and business case for wise decision-making, and how they could support the project. The invitation was enthusiastically received and the study was now ready for lift-off.

8**Ensuring relevance & reach**

After a pitch process an award-winning PR firm was engaged to garner press exposure to a business audience. The firm drew up a media plan and provided media training to spokespeople.

9**Collecting data**

The questionnaire was engineered online by an ISO-certified research firm. A full toolkit was provided to support the firm's Partners in recruiting study participants from their senior network, and following up to those who responded.

10**Analysing, insights and conclusions**

363 senior executives from all world regions responded. Their answers revealed serious gaps between their desire to make wiser decisions, and their current ability. It also surfaced the blockages (personal and organisational) that stood in their way. It was clear that the work was resonating strongly in the market.

11**Report-writing & design**

The report presented the model and the study findings. It shone a light on avenues for leaders to focus on, and contained a set of 'leading questions' for individual executives, organisational strategists, talent strategists and process designers.

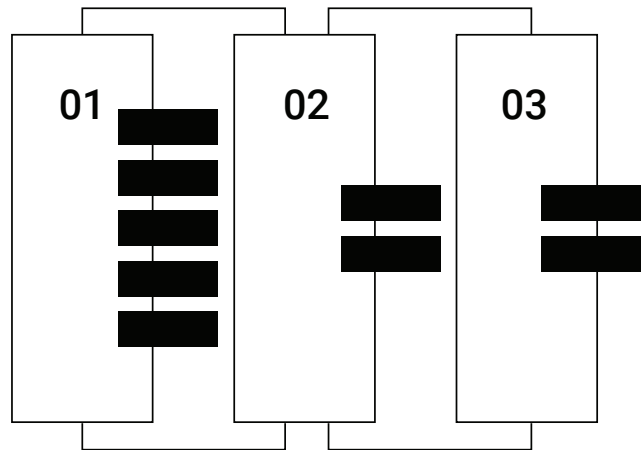
12**Creating output**

The report was showcased in a range of formats: the classic executive summary and full report in pdf, a PowerPoint presentation, a press pack and a video. This featured the firm's CEO, the contributing professor and selected partners from across the world.

The report was successfully rolled out at global and local levels in a multi-channel strategy*. This embraced digital platforms, press, print, one-on-one distribution and live client events (several involving external thought leaders).

*A full toolkit was provided for local firms.

Wise decision-making



Results

Validation

Survey participants said that completing the survey had raised their self-awareness and understanding of wise decision-making.

Coverage

Extensive media coverage was achieved at global and local levels, surpassing targets.

There was a significant lift in web traffic and social media followership.

Leverage

The philosophy, model and items were integrated into subsequent research projects for the firm, creating a 'golden thread' in thinking and messaging.

In addition, 15 spin-off articles were produced, with a major impact on social media followership and engagement.

Positioning

The work positioned the global firm as a unique thought leader in a strategically-relevant domain, and contributed to the re-definition of its mission.