



BRIGHT TREE
CONSULTING GROUP, LLC

Partners in Performance

Team Coaching- Case Studies

The following case studies are representative of the type of work that we do with leadership teams. It is not intended to be all-inclusive.

1. **Challenge:** A \$1.5B public company struggled with ineffective teamwork, slow decision-making and weak accountability, compromising results.

Process: Completed assessment of each executive in conjunction with a 360° interview process of the management team and key employees in the organization. Identified three main barriers to effective execution and presented findings to senior team. Identified developmental needs among key executives. Equipped the team with tools to better understand and relate to one-another. Provided roadmap for streamlined decision-making and implementation of accountability systems. Coached select senior executives to drive the requisite changes.

Results: The team implemented managing systems to drive execution and have streamlined responsibilities. Team effectiveness was greatly improved and the organization is in a growth trajectory.

2. **Challenge:** A \$90M privately held global company was experiencing negative growth in a critical line of business for the last three years.

Process: Facilitated pre-work, planning and executive session to better understand the markets, competitors and differentiating advantages. Solidified going-forward strategic priorities and owners. Created organization alignment through the implementation of accountability systems, with integrated objectives for key owners. Assisted with communication and implementation processes. Coached business unit owner to implement the plan.

Results: Market decline was reversed in first 6 months and positive growth and EBITDA has been realized on a run-rate basis by the third quarter.

3. **Challenge:** A \$600M acquirer requested assistance in the evaluation and integration of a \$400M acquisition.

Process: Developed integration plans and roadmap, facilitated integration meetings and evaluated all of the candidates (from both organizations) for key positions in the operations organization.

Results: All recommendations were accepted and implemented. Key executives from the acquired organization were placed in roles that best utilized their capabilities. Acquisition was accretive.