



## Building Leadership Capability To Drive The Business Strategy

### Business Context

A Global leading insurance company, enlisted our support to design and deliver a program for its high potential leaders. The organization intent was to create a leadership mind shift to challenge the status quo, build new skills and competencies in keeping with today's times, and drive the business strategy.

The target audience was Regional and Divisional in-charges responsible for implementing the business strategy.

### Intervention Design

A residential leadership retreat was designed with the following components: Pre-work, Leadership competency assessment, 4 days Leadership Retreat, IDP linked to business plan for the financial year followed by 1:1 coaching support for 6 months.

Participants enjoyed the structure of the program, which helped them create a compelling vision for the business, adopt a growth mindset, build leadership competencies, better understand their strengths and areas of development and its potential impact on their role and contribution.

Further, the coaching program helped them to re-engineer their business portfolio, enhance effectiveness of their marketing channels, improve customer service, and identify high priority action steps to accelerate business results.

### Business & Personal Impact

Participants were able to objectively assess the business strategy for their respective regions / divisions, identify potential risks and proactively take action steps to bridge the performance gap and accelerate results.



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All leaders felt the main objectives of the program were fully achieved and that the program was a thought provoking learning experience giving them more confidence to challenge the status quo.

The strength-based approach towards leadership development helped them to identify the behaviors, which had the greatest co-relation to results; these insights helped them to create rituals and practices to improve their overall leadership impact and influence.

At the end of 9 months, participants presented their success stories, which thematically included: increased sales & profitability, improved customer service levels, healthy product mix, enhanced effectiveness of marketing channels and improvement in key performance metrics to sustain overall market leadership.

A ROI study after 12 months indicated that 90% of the participants met and exceeded their performance goals for the year and laid the foundation for long - term sustainable business growth. In the same year the organization posted their biggest growth in terms of sales and profitability.

### **“Participant Speak”**

“I gained a lot of value and insights from the program, it provided actionable concepts in a way that encouraged instant application, this workshop has given me tools to better identify opportunities to influence and persuade business partners we work with to help and grow overall business and achieve goals. As a result achieved 103% of the target with operating surplus of 40%. – **Senior Business Leader**

The program was an enthralling experience, which changed my entire outlook on life, and at the same time instilling confidence, gratitude, and positive outlook within me, the coaching which followed in the next 6 months helped me immensely in achieving my personal as well as professional goals. As a result, over achieved the business target and increased the retail business from 49% to 75%. I have never before experienced a sense of emotional satisfaction when success embraced me in both fronts. What I liked about this training is the personal touch and if you are serious about making your life meaningful and learning about leadership, then Ashwin is the right person for you” – **Senior Business Manager**

“Leaders need to reinvent themselves multiple times throughout their career, and this program offers you an opportunity to do just that.” If you need to find yourself at a time like this, meeting Ashwin is “MUST DO.” – **Senior Business Manager**

### **A Perspective on Leadership Development**

Most companies make big investments in leadership development, rolling out internal programs for high potentials or nominating top leadership talent for executive education programs, whilst this will undoubtedly build a good conceptual understanding of the subject, it is unlikely to result in any tangible results.

The true test of leadership is when “the rubber hits the road” and a program which builds capability in a phased manner and goes beyond the classroom is the need of the hour.

In our experience any leadership program must be embedded in the organizational reality, the day-to-day challenges, and linked to the overall business strategy and plan for the year. The high performance leadership program is one such example of developing leadership capability in real time.

### **Need more information?**

To discuss how you can build Leadership capability to drive business results for your organisation:

**Call: + 91 9920 052 172 or [mailus@human-network.in](mailto:mailus@human-network.in)**

### **About Us**

Human Network is a leading edge leadership and talent development consulting firm. Our core areas of expertise include Leadership development, Executive Coaching and Custom interventions designed to build critical competencies for success and accelerate performance.

To know more about how we can partner you to build the right capability building architecture to drive performance, log on to **[www.human-network.in](http://www.human-network.in)**

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