



CASE STUDY

IF THEY GROW, WE GROW

A Case Study in an Innovative Approach to Growth

The Strategic Dilemma:

The hottest division of a leading global asset management corporation was starting to cool. Although still growing, the pace of growth slowed and the traditional business development activities appeared to have peaked. There was growth in the sector, but it was coming from the proliferation of smaller boutique asset management firms. Fortunately for these firms used the investment products of the larger corporations to scale. A few were getting press for their innovative approach too.

The opportunity was for this large corporation to establish a deep connection with this sector so that the players in it grew; they too would grow: if they grow, we grow. But how do they make their corporate business development strategies work for smaller entrepreneurial firms?

The Engagement and Our Approach:

Focused Momentum® was engaged to bring its experience developing strategy with entrepreneurial leaders and act as chief strategist and process designer for all custom consulting engagements.

With the small team of internal experts, Focused Momentum developed the consulting strategy and roadmap to build out and deliver custom consulting engagements to select client firms of this new market segment. These consulting projects were executed by the corporate team members trained in the Focused Momentum methodology and guided by Chief Strategist Cecilia Lynch.

Using key strategy development tools like the Strategic Focus Market Mapping exercise these licensed business strategists, brought the immense reach, relationships, and resources of a global corporation to the leaders of these small firms so they could build winning growth plans.

Results:

This unique approach to client loyalty was quickly noticed and resulted in many other market players partnering to grow the space, thus leveraging even more to benefit this thriving sector.

With Focused Momentum's expertise in strategy development and its depth of understanding of the entrepreneurial mindset, this small team achieves astounding results. It added to the innovative reputation of its company and was widely recognized as a sector leader. The unique support to sector growth produced phenomenal results: 350% growth in 5 years.

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