

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 the sector this division served was still experiencing rapid growth, the division's growth was falling behind. *Had their traditional business development activities peaked?*

An extensive market analysis indicated sector growth was coming from the proliferation of smaller boutique asset management firms. These boutique firms were scaling growth by leveraging the investment products of other, larger asset management firms like those marketed by our client. This

The Engagement and Our Approach:

Focused Momentum® (FM) was engaged to bring its experience developing strategy with entrepreneurial leaders to the small corporate team responsible for bringing custom growth strategies and tactics to their most loyal boutique clients. FM acted as strategist and process designer for all custom consulting engagements working closely with the small corporate team to deliver FM results within their corporate setting.

FM developed the consulting strategy and the roadmap to build out and deliver custom consulting engagements to this new market segment. These consulting projects were

Results:

This unique approach to client loyalty was quickly noticed and resulted in many other market players partnering to grow the space, thus providing even greater growth capabilities to this thriving sector.

With FM's expertise in strategy development and its depth of understanding of the entrepreneurial mindset, this small

model was getting a lot of attention in the industry media. These firms were using an innovative approach to grow, and many preferred our client's products.

The opportunity was to establish a deep connection and support the growth capabilities of these smaller firms so that as they grew, so too would the division.

But, how could they make sure their corporate business development strategies would work for smaller entrepreneurial firms?

executed by the corporate team members trained in the Focused Momentum® methodology, using licensed FM strategy development tools and techniques and guided by Founder and Chief Strategist, Cecilia Lynch.

Using select strategy development tools like Strategic Focus Market Mapping 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.

team achieved astounding results.

It added to the innovative reputation of its company, enhancing its image as the sector leader. **The unique support to sector growth produced phenomenal results: 350% growth in 5 years for the firms that engaged in their consulting relationships.**