How a fast-growing software company found synergy with the Achieve System™

CLIENT INFORMATION

- **Mid-Size Software Company**
- **1,000+ Employees**

> *"Our leadership team now speaks with one voice. And we're no longer stuck on the big picture – we're much better at having conversations and creating alignment around the next steps needed to actualize that picture."*

The Challenge: *Align an Executive Leadership Team for Rapid Growth During Unprecedented Pandemic.*

Even during the height of the COVID pandemic, sustaining demand wasn't a problem for this fast-growing software company. The questions were, How to manage that growth? And where to steer the company? In years past, the company's culture had been a source of unity and strength. But COVID policies isolated company leaders from each other, creating silos and barriers.

As with many software companies, the issue was how to stay relevant in a highly competitive and fast-changing market. The company CEO recognized that sustaining robust growth would require strong leadership to set priorities, maintain focus and chart a clear path forward. There was no shortage of opinions among the company's top executives about how to accomplish this, but there was no consensus either. When asked where the company would be in five years, "my leadership team of 13 individuals basically gave 10 different answers," he observed.

The Application: *Reorient Minds. Redirect Focus.*

After extensive pre-work with the CEO and head of HR, performance experts from the Achieve Institute walked the leadership team through a three-day offsite workshop to apply the Achieve System to their key challenges. Instead of strategizing on the right path to reach their goals, which inevitably led to conflict, the Achieve System required the group to specifically define what success would look like against key challenges such as prioritizing opportunities, setting revenue targets and getting traction in new markets. This simple redirection created alignment on normally contentious topics. Even better, connecting to possibility in this way galvanized the leadership team to create a five-year plan for reaching the future state they were now in touch with and excited about.

The Results: *A Five-Year Plan is Developed, Positive Culture is Maintained, and the Achieve System Spreads.*

The CEO reports the entire leadership team is now showing up with a unified voice and is closely aligned on the targets and goals of the five-year plan. Excited by what the Achieve System did for their leadership, the company is creating a "cascade model" to disseminate the Achieve System across their 1,000 employees. Most recently, they've applied the Achieve System framework to optimize a go-to-market opportunity as well as a recent acquisition.

Aligned on key deliverables to be shared across the organization.

The Achieve System has been **applied to a go-to-market opportunity.**

The Achieve System has been **applied to a recent acquisition.**

The achieve system™