

CASE STUDY

Nurturing Leadership Within a Global-Reaching Agency

The Challenge

How can we help an integrated advertising agency continue to cultivate their leaders within a culture that drives personal growth and organizational success during a foundational and challenging transition?

Our Approach

The Creative Executive developed a robust, multi-sensory training experience designed to give participants a vivid understanding of their strengths and opportunities for growth, actionable team-management strategies, and the ability and desire to inspire greatness.

12

MONTHS

Agency-Branded
Leadership Program

54

PARTICIPANTS

Including VP +
Director Levels

12

HOURS / CLASS

48 Class Hours
In Total

~15

COLLEAGUE
REVIEWS

Per Participant

1-3

HOURS

Individual Coaching
Per Participant

Participant Takeaways

100% of participants scored the program at an 8+ on a ten-point scale. Top takeaways included:

- **Stronger connection to the agency** and their role in its values and goals
- **Clearer understanding of leadership** and how to maximize their presence and influence
- **Greater sense of alignment with peers** and other leaders in the organization
- **Desire to create future opportunities for collaboration**, support and connection

Participant Feedback

“As a result of working with The Creative Executive, I’ve reignited my passion for agency life and this business.”

“I now have a greater understanding of my weaknesses as a leader and what I need to do to address them.”

“I have a stronger sense of the vision I’d like to guide the next couple of years here.”