

Strategy

A training and consulting practice affiliated with the leading business school in the region wanted to open doors into the business community and develop new products. Their only source of revenue was a public seminar series that operated at a slight loss in a 'down' economy.

By initiating a dialogue with C-Level seminar participants, we were able to create four highly profitable products that solved the limitations of current offerings and could not be duplicated by competitors.

Here's how we tripled revenue in two years:

- utilized the public seminars as a lead system
- developed three profitable products that capitalized on their brand as the authority in management development education
- created a 'virtual corporate university program' involving the delivery of a highly customized MBA program to 'high flyers' such as a group of executives or doctors within a Fortune 500 or Fortune 1000 company.