

# Success Stories – Leadership Transformation Case Study

## Background

This mid-sized, privately held firm compiles, packages and distributes data from a variety of industry sources to help companies develop federal, state, and local government business and helps public sector organizations achieve their objectives. Over 1,300 members, including small specialized companies, new entrants to the public sector, and the largest government contractors and agencies, rely on them for the latest and most comprehensive procurement and market information, consulting, sales management tools, and educational & networking events. Products include market intelligence, analysis, consulting, and events & training. The company tracks more than a half trillion dollars in contract and grant opportunities within the US federal, state, and local government markets, as well as tender opportunities throughout the European Union.

## Challenge

Founded in 1974 by the current president and CEO, the firm has grown steadily to become a market leader in the industries it serves. However the “intimidation” leadership style of the CEO, his status as an absentee owner and his reluctance to turn over day-to-day operations to a professional management team began to hamper the company’s ability to attract and retain top-level talent in the highly competitive northern Virginia labor market. Senior leaders’ professional growth was stifled and mid-level managers weren’t empowered.

## Solution

CornerStone Services was recommended as a partner by a board member who also sits on the board of another CornerStone client. The goal was to implement a professional development program for leaders at all levels, including the CEO. Focus was on executive coaching with the dual objectives of preparing the CEO to “let go” and senior leaders to take over daily operations of the company. Mid-level managers were coached to develop the skills and behaviors to become the leaders of tomorrow.

## Results:

CornerStone was able to help the CEO reframe his role to focus on strategic vision and succession planning while working with leaders at all levels on common leadership practices. Focus was also put on establishing solid hiring practices to attract new talent. A new president was hired and control of daily operations was given to the senior leadership team. The CEO now travels the world, has clearly defined his role and his legacy and is a much more effective leader.

## Cornerstone Gurus:

*I want you all to know that what you have provided for management to date has been phenomenally effective. From the work you are doing one-on-one with our CEO (he is already showing improvements) and the individual coaching with some very motivated but inexperienced leaders, the individual transitions/growth are already monumental.*

*Thank you all for your dedication, support and knowledge. It is very much appreciated.*

*Product Manager*

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or visit our website at <http://services.cornerstoneleadership.com>

