



NARROWING THE FOCUS OF A TALENT DEVELOPMENT COMPANY



INTRODUCTION

A Midwest talent development startup sought clarity in prioritizing growth avenues while juggling numerous initiatives without understanding their impact. Engaging **Bâton Global (B|G)** aimed at aligning their efforts with a defined vision.



THE STORY

This firm specializes in providing executive support solutions, focusing on optimizing leadership efficiency within organizations. They offer tailored services to enhance the strategic capabilities of top-level management, ensuring that leaders have the resources and assistance needed for effective decision-making and organizational growth. Their expertise includes matching seasoned professionals with companies to facilitate seamless executive operations and leadership support.



THE CHALLENGE

The company faced the challenge of a lack of clarity in growth areas and outcomes. **B|G** stepped in to streamline their approach, establishing a structured framework to address this challenge.



THE CHOICE

B|G conducted detailed stakeholder interviews and market research to identify critical focus areas. Collaborating closely, **B|G** and the company leadership crafted a strategic roadmap, clarifying objectives and executing high-impact initiatives. This transformative process facilitated improved resource allocation and enhanced service delivery, offering a more direct focus for leaders and better alignment among team members. **B|G's** guidance not only refined decision-making but also fostered a culture of coherence and empowered individuals to contribute meaningfully toward the organization's collective vision and objectives.



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A Midwest talent development startup faced the challenge of prioritizing growth areas while juggling multiple initiatives without clarity on their impact. Engaging **Bâton Global (B|G)**, they aimed to streamline their focus and align efforts with their vision.

B|G's intervention involved in-depth stakeholder interviews and competitive research to pinpoint market trends. Through insightful workshops, three critical focus areas emerged, laying the foundation for strategic alignment.

B|G and the company leadership crafted an enterprise strategy, outlining objectives, metrics, and four high-impact initiatives. With this roadmap in hand, the leadership communicated the balanced scorecard to the team and executed prioritized initiatives.

This transformation ensured clarity in resource allocation and service improvement. Leaders had a more direct focus, while team members aligned better with success factors. The newly implemented tracking system facilitated comprehensive measurement of team efforts.

Amidst the transformation, B|G's guidance enhanced the company's decision-making process, enabling leaders to allocate their limited time effectively and concentrate efforts on scaling the organization. The strategic approach additionally fostered a culture of coherence among team members, emphasizing elements that contributed to the organization's success. This harmonized direction not only streamlined operations but also empowered the team to embrace a collective vision, enhancing their understanding of how individual contributions aligned with overarching organizational objectives.

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THAT ACHIEVES YOUR GOALS.



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