



“We needed to create more consistent client service across the firm after a global re-organization of support functions. We needed standards and the principles helped us establish the right behaviors.”

— KEY LEADER

CASE STUDY

Global Management Consulting Firm **Unifies Support Functions** with Client Service Principles

THE CHALLENGE

Our client, a global consulting firm, prides itself on world-class expertise and client impact. Following a series of mergers and acquisitions, the company sought to unify its internal business enablement (support) functions—including IT, Legal, and Marketing—around a consistent set of values and practices.

The challenge was that without a shared set of principles, internal teams risked inconsistent service delivery and misalignment with the firm’s broader business strategy.

As one leader shared:

“We needed a framework that helped all support functions interact with the business in a unified way.”

THE SOLUTION

Innovative Thought partnered with the client to co-design and implement client service principles for its support teams.

The process included:



Discovery conversations with the COO, Chief People Officer, support function leaders, and frontline professionals.



Workshops with the support leadership team to ideate, prototype, and refine the principles.



Designing a two-day leadership program for senior support professionals, which served both to prototype the principles and to build leadership capability.



Gathering feedback from participants to refine both the principles and the leadership program.

This ensured the principles were both strategically aligned and practically relevant to everyday operations.



THE RESULTS

The engagement delivered clear and lasting outcomes:

Ten client service principles established.



BENEFIT

Provided clarity and consistency for how enablement functions supported the business.

Two-day leadership program designed and delivered.



BENEFIT

Built leadership capability while embedding the principles across teams.

Organizational principles integrated into support functions.



BENEFIT

IT, Legal, Marketing, and other groups gained a shared framework for service excellence.



"I was able to manage my clients more proactively. I was able to move from an order taker to a trusted advisor."

— PARTICIPANT

CONCLUSION

Our client's support professionals now have a unified way of engaging with the business that is anchored in clearly defined client service principles. The process also strengthened leadership capabilities, ensuring the principles are lived out across the organization.

