Case Study: Growth Strategy for an International Association

Context

An international association sought to develop a new growth strategy. The board, consisting of 12 members with diverse perspectives, faced challenges in finding common ground.
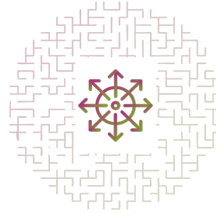
Goals and Metrics

Goals:

- Develop a cohesive growth strategy.
- Enhance understanding and collaboration among board members.

Key Metrics:

- Level of consensus on strategic direction.
- Quality and quantity of idea generation.
- Improvement in team dynamics and empathy.

Approach

- **Assessment:** Conducted individual recorded interviews with each board member to capture their perspectives.
- **Strategy Development:** Utilized voice-to-text, sentiment and semantic analysis to process and analyse interview data, using state-of-the-art LLMs.
- **Implementation Plan:** Analysed the text corpus to extract implicit idea snippets and display areas of consensus and disagreement.

Interventions

- **Process Improvements:** Leveraged advanced text analysis tools to gain insights from interviews.
- **Structural Changes:** Used analysis results to facilitate discussions and strategy sessions.

Outcomes and impact

Outcomes:

- Gained a deeper understanding of the diversity within the board.
- Extracted implicit ideas to inspire strategic discussions.
- Clearly displayed consensus and dissensus in strategic thinking.

Impact:

- Improved collaboration and understanding among board members.
- Fostered a more empathetic team culture by addressing emotions influencing dynamics.
- Enabled the development of a cohesive and inclusive growth strategy.

Conclusion and lessons learned

- **Summary**: The use of individual interviews and advanced AI powered text analysis provided critical insights into the board's diverse perspectives, facilitating a more empathetic and collaborative approach to strategy development.
- **Future Steps**: Continued use of these techniques to maintain alignment and foster ongoing collaboration.

Lessons Learned

- **Challenges**: Managing diverse perspectives and ensuring all voices were heard.
- **Best Practices**: Regular, structured interviews and advanced text analysis are effective in understanding and aligning diverse viewpoints.