



Tailwind is a virtual company with a lot of talent. We have our own unique approach to helping our clients accelerate their business results. The centerline for our solutions lies in increasing Strategic Literacy<sup>SM</sup>: the collective knowledge of people in an organization around their own strategy. We all subscribe to Tailwind's approach and are certified in a central set of models and frameworks.

We have teamed up to align complete organizations, improve strategic execution, build leadership development programs, coach developing high potentials, and change corporate culture. Tailwind manages large scale projects, as well as smaller, targeted engagements. The engagements listed below represent a sampling of our capabilities.

## LARGE PROJECTS

- Worked with CEO and Top 25 Executives in \$4 billion national company to clarify their vision, BHAG and Strategic Imperatives, then reach consensus on strategic direction. This built a more collaborative relationship between Field and Corporate and aligned the company around its strategy.
- Acted as strategic architect and primary development partner to design and implement the Leadership Development Process for a major company with a national footprint. Process was keyed around accelerating development of high potentials.
- Developed and facilitated custom process to immerse top 60 Executives of a \$3 billion national company in their CEO's new strategic direction so that the Executives could cascade the strategy throughout the company.
- Reengineered National Accounts Sales process for a \$3.4 billion company that doubled their national accounts revenue within 24 months. Some accounts grew as much as 1500%.
- Developed and implemented long term Executive Coaching Process for multi-billion national company. Designed process, built coaching network, certified coaches, managed process, and provided ongoing strategic consulting.
- Cascaded our proprietary Strategic GamePlan<sup>®</sup> process to align approximately 750 executives and managers with their CEO's strategy. Each manager in the company completed a one page personalized version of their company's strategy.
- Worked with CEO of multi-billion dollar company to design and implement a Customer Experience Management Initiative for the entire company, including their corporate campus. Experiences were reengineered to be consistent with the brand clues that the company wanted to come across as part of their rebranding effort.

## SMALL PROJECTS

- Worked with Division Head of a \$150 million unit of a multi-billion dollar corporation to grow his business. We designed and facilitated a Business Acceleration Workshop and wrote a detailed business strategy that laid out plans to grow the unit to over \$500 million.
- As part of new strategic direction, worked with CEO of \$2.8 billion company to redesign Marketing, Finance and IT departments, and then bring in new leadership to drive them in concert with the corporate strategy.
- Rolled out our proprietary Meeting Effectiveness Training process across a major national corporation, from the CEO level down through the Field Teams.
- Prepared Management Engagement process for CEO to use with his top 300 managers as part of their national meeting of 3,000 managers. Process enabled our client to make the top 300 managers part of the process and take an active role in the annual meeting event.
- Worked with Training Departments in a multi-billion dollar company to develop a strategy to integrate three separate training units, including their Corporate University, and form a new, more strategic Training Center of Excellence.
- Wrote 12 custom leadership articles as part of our client's leadership development program. All articles were specifically written to address key competency gaps and work within their culture. We also developed three custom leadership development courses based upon the articles.
- Designed and facilitated a standardized Talent Review Process for six decentralized field divisions of a large client. This process enabled field leadership teams to consistently assess their talent, identify early high potentials, and build their bench strength in a manner consistent with the corporation's Leadership Development Process.

## CONTACT US

Tailwind is headquartered in Tampa, Florida and has consultants across the United States and Canada. Our main telephone number is **813.903.9509**.

Please visit our website at [www.tailwindconsulting.com](http://www.tailwindconsulting.com) or email us at [info@tailwindconsulting.com](mailto:info@tailwindconsulting.com).