

Thoma Thoma

Transforming Corporate Culture and Double New Business Close Ratio



THE CHALLENGE

Leadership Circle, a provider of transformational leadership and corporate culture assessment tools, today announced that award-winning brand growth consultancy, Thoma Thoma, has employed its Collective Leadership Assessment™ to help transform the company's leadership culture and aid in employee retention, productivity and new business sales. In the year since this transformation, Thoma Thoma has experienced growth of over 100 percent in the agency's new business close ratio and an increase in employee productivity that enabled a rise in agency sales without the need to hire additional staff.

"The Collective Leadership Assessment was the jolt of reality that clarified our current condition and how our culture was impacting our business outcomes," said Martin Thoma, co-founder and principal of Little Rock, Arkansas-based Thoma Thoma.

The Collective Leadership Assessment (CLA) -- an elegant, easy-to-read report that reveals how a company's leadership culture impacts sales, turnover and all bottom line metrics -- helped Thoma Thoma's principals identify characteristics in their leadership behavior

that, when transformed, would provide the most improvement on productivity, morale and new business sales. Barry Goldberg, consulting partner for The Leadership Circle, issued CLA to employees. It revealed that principals were enabling an environment of compliance when employees truly desired a culture more strongly directed to professional development and achievement. Using this information, Goldberg guided principals to change their behaviors and empower employees with higher levels of accountability, motivation, and achievement defined through financial performance metrics. In addition, principals learned to let go of low-level client responsibilities while mentoring, supporting and delegating appropriately to agency directors. As a result, principals are now engaged only in strategic level activities, problem solving, and "rainmaking" new sales.

"The survey pointed a laser beam at the areas where our leadership was enabling a culture of compliance rather than one of achievement, which allowed us to identify and engage in transformative activities that would have the most impact on concrete business outcomes. Now, our employees are more productive and challenged professionally and the agency is growing faster than ever," added Thoma.

Thoma Thoma started as a two-person operation in the 1990's and quickly grew to an award-winning agency with top-notch creative talent and high-profile clients located in Little Rock, Arkansas. They employed Goldberg to guide a 12-month

leadership development program that was spawned by the promotion of two employees to management roles and new business growth on a national level. Goldberg used insight from CLA to help develop a tailored growth plan for each agency leader. The program included four off-site leadership sessions and individual bi-weekly coaching sessions to guide the remodeling of behaviors and beliefs at the agency. In the year since Thoma Thoma's culture transformation, employee turnover is zero and the agency has grown its national client base.

"The Collective Leadership Assessment saved us a lot of time getting the organization into action. The information was clear and enabled the agency's leadership team to understand what was needed to engage change immediately," said Goldberg, principal coach of Entelechy Partners. "Thoma Thoma's success is further testament to the need for clear insight and awareness of the impact that leadership culture has on an organization's bottom line."

Used for your entire organization, or just a leadership team, CLA reveals valuable data about how your employees view their current leadership culture, and compares that reality to the optimal culture they desire. The "gap" between data on their current culture and their desired culture instantly reveals key opportunities for leadership development. Furthermore, CLA measures how your leadership culture compares to that of other organizations.