

CASE STUDY: ELIZABETH ARDEN

The Client: Elizabeth Arden is a global beauty products company with an extensive portfolio of prestige fragrance, skin care and cosmetics brands.

The Challenge: Recover the reputation of the UK leadership team in the eyes of the corporate HQ. We were asked to help build a compelling vision and strategy for the UK business that aligns the requirements of the American parent with the belief and commitment of the UK leadership team. In the process we had to repair fractured relationships between the two leadership teams and build a collective confidence that the UK strategy will be delivered.

The Work We Did: We worked with the UK leadership team and the corporate HQ team through a number of coaching interventions and two highly impactful strategy workshops. Our support was focused on building confidence, injecting stretching challenge and building relationships between the corporate team and the UK leadership team.

The Outcomes: The UK leadership team developed a new vision and a strategic road map that satisfied the corporate HQ requirements and built the confidence of the corporate parent that the actions will be delivered. The strategy will enable the business to drive performance and deliver results in line with the corporate aspirations.