



# Navigating Transformation: Strategic Lead Generation for Complex Change Management

CASE STUDY | CONSULTING

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## CLIENT



A leading global management consulting firm specializing in complex organizational transformations

## INDUSTRY



Consulting

## PRODUCTS



Change Management and Organizational Transformation Services

## TARGET GEO



Global

## BUSINESS OBJECTIVE

This consultancy firm, renowned for its expertise in managing complex transformations, sought to enhance its sales pipeline amidst fierce competition. The goal was to identify and engage organizations likely to require change management services triggered by various "Moments of Change," such as new executive appointments, regulatory shifts, mergers, and strategic restructurings.

## OUR SOLUTION

**Market Sizing Study:** Conducted a comprehensive market sizing study to determine the total addressable market across relevant industries worldwide

**Iterative Research-led Approach:** Implemented an iterative, research-led strategy to pinpoint global organizations undergoing or approaching significant change

**Strategic Collaboration:** Worked closely with the client's strategic think-tank to refine the Ideal Customer Profile (ICP) and prioritize industry-specific triggers, focusing on sectors like Pharmaceuticals, Healthcare, Financial Services, Life Sciences, and Insurance

## OUTCOMES



### Lead Generation Boost:

Mapped 40 global accounts, achieving a 25% increase in qualified leads within key sectors



### ABM Success:

Enhanced conversion rates by 30% during the POC phase through focused account-based marketing



### Market Expansion:

Enabled entry into two new market segments, projecting a 15% revenue increase over three years



### Client Endorsement:

"Our partnership has significantly enhanced our market reach and internal capabilities," – Chief Strategy Officer