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' LEAD WITHOUT A TITLE'  
PROGRAM IN A FORTUNE 500  
MULTINATIONAL INFORMATION  
TECHNOLOGY (IT) SERVICES AND  
CONSULTING COMPANY



# CASE STUDY

## Background

The Lead Without A Title (LWT) program was developed for a Fortune 500 multinational company that specializes in leveraging technology to transform and manage businesses. Created by renowned leadership expert Robin Sharma, this groundbreaking employee development program aimed to empower individuals and teams to perform at world-class levels. The program focused on enhancing productivity, innovation, collaboration, customer service, and bottom-line results within the organization.

## Program Structure

Program Structure: The leadership program consisted of a two-day face-to-face workshop followed by a 90-day implementation phase. The workshop served as an interactive platform for learning and discussion, while the implementation phase focused on translating the acquired knowledge into practical actions and results.

## Challenge

The leadership team of the Fortune 500 multinational company faced the challenge of maximizing their leadership potential and achieving exceptional results. They wanted their leaders to influence people effectively, recognize and seize opportunities during times of significant change, build great teams and become customer-centric, develop mental and physical toughness to lead in their respective fields, cultivate an unbeatable mindset and shift from victimhood to leadership and take ownership of actions.

## Solution

**Learning Objectives.** The program aimed to help participants achieve exceptional results, awaken their inner leadership potential, and attain the professional and personal lives they desired. The key learning objectives included:

- Learning how to work and influence people effectively, regardless of position.
- Recognizing and seizing opportunities during times of significant change.
- Building great teams and becoming a "merchant of wow" for customers.
- Developing mental and physical toughness to lead in their respective fields.
- Defeating stress, cultivating an unbeatable mindset, and achieving work-life balance.
- Shifting from victimhood to leadership and taking ownership of one's actions.

## Modules.

Each module focused on specific aspects of leadership development and provided practical tools and strategies to implement in participants' daily lives.

- Module 1: Introduction – Now You Can Lead Without A Title
- Module 2: Leading Without A Title – Doing Genius-Level Work
- Module 3: Unleash Your Productivity – Shifting from Being Busy to Achieving Results
- Module 4: High Performing Teams – Producing Superstars and Creating a Victim-Free Culture
- Module 5: Wowing Your Internal Customers – Creating Fanatical Followers of Your Brand
- Module 6: Mastering Self-Leadership – Becoming an Exceptional Person and Leader



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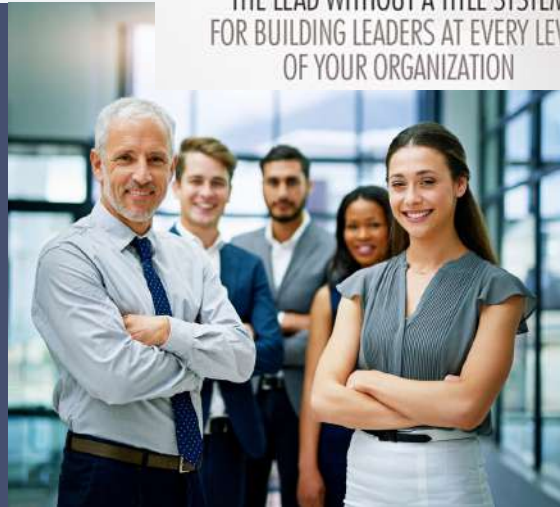
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## Results and Key Achievements

4. 90 Days Action Plan and Achievements . After completing the Lead Without A Title program, participants applied their learnings to achieve notable results. Some of the key achievements were:

- Taking up new opportunities and contributing effectively to two new projects focused on redefining delivery engagement for a client. Optimizing financial impact and commercial model development.
- Applying the 90-90-1 Formula to prioritize non-linear business initiatives during productive hours, resulting in critical thinking, proactive decision-making, and increased focus.
- Developing the habit of listening to audio books and lectures during daily commutes, leading to new ideas and personal growth. and Allocating a specific learning budget and obtaining certifications, such as Architecting with Google Cloud Platform, to enhance knowledge and expertise.
- Applying the "What's The Opportunity Here" tool to shift from victimhood to a mindset of possibilities, leading to the creation of a new non-linear commercial model for a solution.
- Implementing a 20-minute morning planning routine to identify goals, establish clear priorities, increase self-confidence, and improve task management.
- Focusing on outcomes and productivity rather than busyness, resulting in the team delivering a minimum of 5 critical defect fixes daily and improved collaboration across teams.
- Motivating the team to raise the bar, exceeding daily defect targets, successfully closing the Client Loyalty pilot in production, and increasing the team's confidence and velocity.



- Improving emotional intelligence and treating the client's Lead Architect with respect and importance, resulting in a stronger relationship, receptive CTO, and positive feedback from client leadership.
- Transformed underperforming team by closing knowledge gaps and removing uncommitted members, resulting in reduced escalations and open issues.
- Delegated responsibilities to a new manager, allowing focus on critical initiatives and expanding leadership role.
- Took personal responsibility to resolve tickets, increasing team throughput and ensuring successful Go-Live.
- Reduced interruptions, improved focus, and increased collaboration through scheduled meetings with relevant team members.
- Motivated team to increase productivity, collaborate effectively, and reduce ticket backlog, earning a positive reputation.
- Demonstrated mastery of skills, received excellent feedback for facilitation, and shared relevant content.
- Showed appreciation for team members, fostering a happy and committed team with increased trust.
- Set milestones and goals, worked systematically towards them, and built a network for future opportunities.
- Prepared effectively for client meetings, used cheat sheets, appeared more organic and approachable.
- Encouraged employees, developed a confident and productive team.

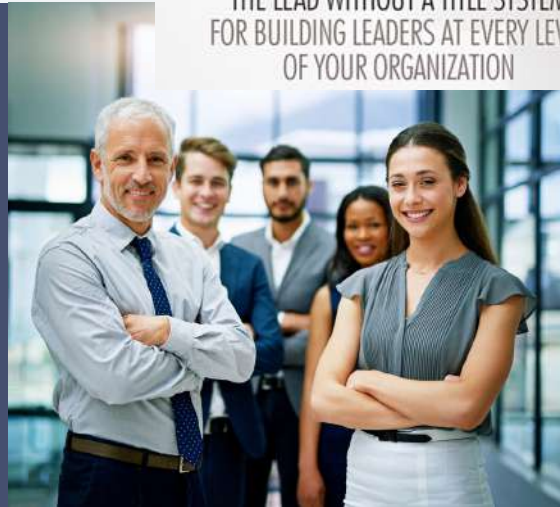


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## Results and Key Achievements

- Embraced changes, aligned personal goals with department goals, and maintained a solution-oriented approach.
- Achieved work-life balance, completed tasks on time, and focused on personal growth and improvement.
- Addressed project challenges, managed stakeholders and scope, met milestones, and received appreciation.
- Broke down tasks, set clear goals, and tracked progress for better quality and focus.
- Focused on tasks for extended periods, resulting in increased productivity.
- Set big goals, showed persistence, took small steps daily, leading to clearer vision and higher team spirit.
- Avoided distractions, planned tasks ahead, improved speed and productivity, and prioritized professional goals.
- Created a vision for a product, developed a plan with milestones, released resource skill matrix for development.
- Developed a product vision, established milestones, and released a resource skill matrix for successful product development.
- Applied workshop knowledge to plan and deliver product development, resulting in accurate solutions, improved services, and automation opportunities.
- Applied the 90-90 Principle for better daily planning, increased productivity, improved focus, result-oriented behavior, and better work-life balance.
- Implemented the Big Five approach, creating daily goals, establishing a long-term vision, and consistently reviewing progress.
- Utilized the Sprinter's Model to create focused work plans, feel like a leader, and confidently prioritize tasks.
- Implemented the Daily Five approach, gaining direction for the day, increasing productivity, and developing a sense of self-importance.

## Conclusion

In conclusion, the implementation of the Lead Without A Title (LWT) program proved to be a transformative journey for the leadership team of the Fortune 500 multinational company. Faced with the challenge of maximizing their potential and achieving exceptional results, the team embraced the program's comprehensive approach to leadership development and performance enhancement. With a focus on productivity, innovation, collaboration, customer service, and bottom-line results, the LWT program empowered individuals and teams to perform at world-class levels.

By formulating a 90-day action plan upon completing the program, the leadership team translated their learnings into tangible achievements. The LWT program not only elevated the leadership team but also paved the way for continued growth and success in the ever-evolving business landscape.