

Go Forward to Work Partnered with LHH to Deepen Customer Relationships and Accelerate Change in a Rapidly Changing Landscape



INTRODUCTION

As a leading expert in helping organizations cultivate and elevate their internal talent, Lee Hecht Harrison (LHH) facilitates assessments, coaching, upskilling, and trainings, helping leaders increase productivity, morale, and brand affinity within their teams. With the world changing and rapidly becoming more virtual, one critical question for LHH emerged - what skills, offerings, and programming do leaders need to guide their teams into the future of work?

CLEAR OBSTACLE

Pre-pandemic, LHH built relationships with their customers by inviting CHROs and C-Level executives to networking events. With the rapid conversion to at-home work, companies went into survival mode. Hardly anyone had the time to connect over the phone, much less in person. LHH watched their weekly 10-20 client facing calls drop to zero. More importantly, they lost the opportunity for personal connectivity and high touch moments.

GO FORWARD TO WORK'S UNIQUE APPROACH

Engaging our prolific community of business experts, innovators, thought leaders, and change makers, Go Forward to Work partnered with LHH to co-host six virtual Thought Leader Forums throughout 2020, effectively recreating the high touch moments customers had come to expect from LHH.

ACCELERATING CHANGE

Our research community at Go Forward to Work possesses an innate ability to engage senior executives in any field across any vertical, effectively inspiring focused, dynamic and solution-focused conversations. Rather than rely on theories from books, the Go Forward to Work community brings together like-minded business practitioners who are all focused on actively confronting their shared challenges in service of revolutionizing leadership, business models, and our workforce as we know it.

Through partnering with Go Forward to Work, LHH was able to successfully deepen their client relationships and provide a venue for CHROs across the country to crowdsource the solutions to their most pressing issues.

“We can't approach leadership in exactly the same way because we've lost some of our natural advantages to gather and interact in person with the people we're leading.”

Frank Congiu, SVP, Key Global Accounts at LHH

RESULTS + CONCLUSIONS



FOLLOWING THE LHH + GO FORWARD TO WORK THOUGHT LEADER FORUMS, BOOKED CLIENT MEETINGS AT LHH GREW EXPONENTIALLY, WITH AN UNPRECEDENTED 0% CANCELLATION RATE



LHH + GO FORWARD TO WORK SUCCESSFULLY CONVENED C-SUITE EXECs EAGER TO WORK TOGETHER TO TACKLE THE PROBLEMS THEY SHARED IN THEIR RESPECTIVE COMPANIES



THE VIRTUAL SETTING OF THE VIRTUAL FORUMS ENABLED LHH TO ENGAGE MORE C-SUITE EXECs IN DIRECT DIALOGUE; BOTH RSVP RATES AND ATTENDANCE RATES INCREASED AS COMPARED TO PREVIOUS IN-PERSON EVENTS



FOLLOWING THE FORUMS LHH REPORTED A NOTICEABLE INCREASE IN VALUE AS MEASURED BY RELATIONSHIP BUILDING, BRAND INTEGRITY, THOUGHT LEADERSHIP AND INNOVATIVE INSIGHTS