

## **IDEAS**

**Insight**  
**Development**  
**Execution**  
**Art**  
**Satisfaction**

*“Ideas take shape as  
insight becomes art.”*

## **CASE STUDY:**

*“better leaders – decisions – results”*

### **Insight:**

The guiding principle behind Vistage™ International, an association of 14,000 CEO’s worldwide, is “better leaders make better decisions to achieve better results.” This esteemed organization fully understands the immense value in bringing executives together to help one another solve their toughest business problems.

It’s a guiding principle, as well as an understanding, that wasn’t lost when it came time for the executive director to select a partner to develop an award to honor the Vistage membership.

Vistage asked its agency of record to design a unique award symbolically representing the significance of belonging to this association and, consequently, the agency looked to us to develop the concept—a high-end design to reflect the high profile of the recipients.

### **Development:**

In the initial stages of developing the award, our thinking was to use only the finest materials in consideration of the design and the Vistage association—jade crystal, stainless steel and marble base—only to find our quote was out of line with Vistage’s intended budget.

Immediately, our executive sales director got on the phone with the executive director of Vistage to help solve the problem. What was uncovered with these two executives working together was the reason behind the disconnect—“Vistage wanted the design to take center stage, not the material construction.”

**Execution:**

Reaching an understanding, together with the client, we were able to work with acrylic, resin and metal to stay within the confined price point. In addition, we were able to include domestic shipping and individual nameplates within the prescribed budget. And, because of our global affiliations, we were able to produce, package and drop-ship all the awards to the recipients, personally addressed to them, wherever they resided in the world.

**Art:**

As it turned out, the art of this project was twofold: one, using the art of communication (exchanging viewpoints from our executives and theirs) we were able to smoothly transition from problem into solution; and two, our ultimate product captured the design in an award that matched the prestige of the honor.

**Satisfaction:**

The feedback on the design and quality of the award, from both Vistage and its membership, has been phenomenal, all because better leaders reached better decisions to achieve better results together.