



Balt Group

When compelling values unlock a unified culture and next generation growth.

At-a-glance

Truist delivered one of its core offerings, Executive Co-Creation Workshops, to develop and launch a new set of compelling organizational values that were embraced by the Leadership team, resonated better with customers, improved its ability to hire + retain talent globally and unified the company's culture...all in less than 2 weeks!

“We were able to develop a spot-on set of new Values for our fast growing organization with buy-in from the C-suite in less than 10 days. I didn't know that was possible before I met Truist!”

Katherine Oates, Head of Corporate Strategy, Balt

Truist named one of Manage HR Magazine's Top Employer Branding Services Providers in 2022



truist

 HR Professional Services Provider, specializing in Talent Brand, Experience & Marketing Solutions.

 www.wearetruist.com

 Lisa Colella, lcolella@wearetruist.com

CHALLENGES

Balt has an incredible mission of creating the future of neurovascular treatment. When we first met, the company had more than quadrupled its revenue and workforce in a short time period and was confident that the foundations which helped the company generate early success were no longer sufficient for its present and future. Employee engagement was highly variable across regions and teams, its values were largely disconnected from the organization's daily operations, and the executive team couldn't agree on how to address such broad pain points.

SOLUTIONS



Executive Speaking & Workshops

- **Pre-Workshop Due Diligence:** First we gathered and reviewed primary & secondary insights to understand client goals, market positioning, the competitive landscape and unique cultural nuances for Balt.
- **Pre-Workshop Development:** Using our proprietary framework, we developed 3 directional options for Balt's new Mission, Vision & Values. These were the basis for real-time collaboration and refinement during the executive workshop.
- **Workshop:** We facilitated a 3-hour virtual workshop during which time we grounded the team on a critical “why”, introduced compelling industry & competitor data, presented the 3 directional options and interactively created a better 4th (and near final) option together. All opinions were respectfully heard, discussed, and resolved in real-time.
- **Post-Workshop Completion:** We refined the workshop outcomes to ensure the final Mission, Vision & Values set posed no competitor infringement, represented optimal DEI-friendliness and were highly relevant, authentic, scalable and memorable. We then shared the final version along with a prioritized roadmap for integration and impact.
- **Launch:** The new Mission/Vision/Values were introduced at the next employee town hall and together we cascaded them across all internal + external communication touch points, including the company's [new website](#).

KEY OUTCOMES:

- 1 A new Mission, Vision & set of Values that better reflected the company's current state and has served as an essential guide for its Commercial and People strategies
- 2 Rapid executive alignment and buy-in
- 3 Improved organizational growth, societal impact and employer attractiveness despite turbulent economic and socio-political environments