

Philosophy & Impact

INSIDE → OUT · PURPOSE → PERFORMANCE

THE APPROACH

The outer work — strategy, alignment, execution — only holds when the inner work has been done first. That means each leader getting clear on what drives them, where they are at their best, and what only they can contribute. From that foundation, a team finds its one voice, builds its game plan around the fewest most essential priorities, and executes at the level the moment requires. Inside out. Always.

FOCUS

The fewest most essential things, protected relentlessly.

CLARITY

About purpose, role, and what success truly looks like.

ALIGNMENT

Inner first. Then individual, team, and strategy in sync.

WHERE THE WORK HAS MOVED THE NEEDLE

CVS Health

PURPOSE · STRATEGIC TRANSFORMATION

Leadership work catalyzed a fundamental reframe of organizational purpose — from retail pharmacy to genuinely improving the health of every customer. That clarity drove one of the most consequential strategic decisions in American retail history, eliminating tobacco sales and removing a \$1.5B line item. The top line doubled within a decade.

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CVS Caremark sets a powerful example... ultimately saving lives and protecting untold numbers of families from pain and heartbreak for years to come.

PRESIDENT BARACK OBAMA

Pfizer

OPHTHALMOLOGY · RESEARCH & COMMERCIAL ALIGNMENT

Research and commercial teams were aligned around a shared purpose and unified strategy, dissolving the friction between two functions that needed to move as one. The work produced a level of cohesion that shifted what the organization believed was possible.

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If we were able to cure blindness, you can be very proud to know that you would've been part of that work.

DR. ELLEN STRAHLMAN · CMO, FORMERLY PFIZER

Danone

COO · OPERATIONS BOARD · PERFORMANCE

Working directly with the COO and his operations board, the engagement built clarity of purpose, stronger alignment, and a shared accountability for performance across global operations. Danone has since climbed continuously to rank in the Gartner Global Supply Chain Top 10 — breaking that threshold for the first time in the company's history, and winning the Gartner Supply Chain Award in both 2024 and 2025.

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Aligning us on the work only we can do, focusing our global efforts toward being best in class. Our team is far more cohesive, authentic, and performs better together.

VIKRAM AGARWAL · COO, DANONE

When leaders understand what only they can do — and what will make them proud — they begin asking those same questions of their teams. That is when organizations transform.

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