

Liz Bywater, PhD

*Liz Bywater*  
PhD

# Transform Your Organization

## The Challenge: Difficult Customer & Business Partner Relationships

Is it possible to drive more proactive and productive conversations, and improve this Fortune 100 company's reputation?

## The Approach: Transform and Pivot with the Team Accelerator Program

Strategic development and implementation of tools to help team members improve performance, for a sustainable approach.

## ROI: Improved Revenue. Increased Confidence, Purpose & Reputation

100% increase in revenue received from key strategic accounts. Multimillion dollar revenue growth.

[Click for full case study](#)

# The Challenge

A Fortune 100 global company had a long history of demanding and, at times, strained negotiations with their key partners.

The sales division was responsible for 90% of the company's revenue and was struggling to meet their targets, losing long standing customers, failing to identify new prospects and not leveraging opportunities with existing customers.

They were embroiled in the day to day stress and firefighting.

In order to maximize profit and accelerate growth, a new approach was needed.

The division working with these key business partners needed to drive more proactive and productive conversations and take a more strategic advisory role in order to:

- Maximize revenues and profit
- Increase the company's reputation as an industry leader
- Attract more profitable deals
- Allow senior management to operate at a strategic level rather than diverting time to remedy adversarial relationships

# The Approach

# ROI

Dr Bywater implemented her Team Accelerator Approach consisting of:

- Discussion with team members to identify opportunities and best practices
- Identification of the five key behaviors needed to rapidly improve performance
- Development and implementation of tools to help team members improve performance
- Design and facilitation of team offsite meetings to review, practice and improve upon best practices
- Identification and implementation of a sustainable approach for new team members

The results were rapid and tangible:

- 100% increase in the fee received from key strategic accounts (multimillion dollar revenue growth)
- Team exceeded revenue goals for the year
- Team and the organization were seen as exemplars in the industry
- Fewer contentious conversations with business partners
- Business partners were proactively suggesting new ways to work together
- Compelling value proposition has been embraced throughout the organization
- Fewer escalation calls to senior management
- Additional resources obtained to build a significantly larger team to drive further growth



*We're working,  
as a team,  
to deliver results!*

# Watch



# Liz Bywater, PhD



Dr. Liz Bywater is a one-of-a-kind leadership expert who works at the intersection of business and psychology. She integrates deep expertise in human behavior and organizational dynamics with her pragmatic mindset and engaging personal style to help her clients thrive in an increasingly complex world.

C-suite leaders and boards consistently enlist Liz's help to:

- drive profitable growth
- build remarkable customer relationships
- supercharge innovation
- increase strategic agility
- eliminate fire-fighting
- and develop highly productive collaborations amid the nonstop demands of today's 24/7 world.

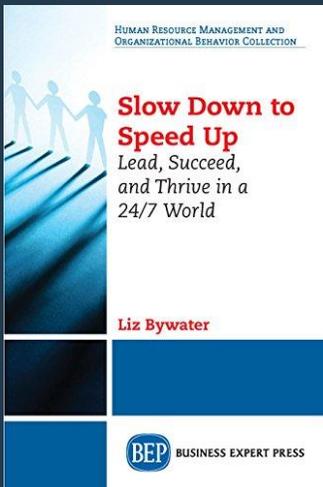
Results include rapid and dramatic improvements in revenues, profitability, productivity, work culture, leadership, and more.

*Slow Down to Speed Up: Lead, Succeed, and Thrive in a 24/7 World* is a powerful new resource for leaders from the C-Suite to the front line. Filled with innovative new approaches, pragmatic tools, and real-life success stories, this book tackles the universal challenge of achieving better, faster, more sustainable results in a world of non-stop demands and constant connectivity.

Dr. Bywater works with top executives and management teams across an array of companies, including Johnson & Johnson, Bristol-Myers Squibb, AmerisourceBergen, Biotronik, EMD Serono, Nike, Boeing, Thomson Reuters and more. She provides her clients with expert advice and actionable tools for success, based on more than 25 years of experience.

She sits on the Editorial Advisory Board for Life Science Leader and frequently provides leadership insights for Fast Company, FierceCEO, the NY Times, the Wall Street Journal, and other top media outlets. Dr. Bywater has also been a featured guest on CBS's Philadelphia Agenda and Marilyn Russell's Remarkable Women.

A longstanding member of the American Psychological Society and the Society for the Advancement of Consulting, Dr. Bywater has been recognized as one of the best consultants in the world. In 2018, she was inducted into the Million Dollar Consultant® Hall of Fame.



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Liz Bywater, PhD  
Strategic Advisor to the C-Suite

215.805.5551 | [www.lizbywater.com](http://www.lizbywater.com) | [liz@lizbywater.com](mailto:liz@lizbywater.com)