

CASE STUDY 2

## Global Consulting Firm – Summit Support

---

**CHALLENGE:** In wake of the **2008 financial crisis**, a global consulting firm wanted to provide professional insights to key clients, and to also hear clients' greatest concerns and challenges to better position the firm to help.

**ACTION:** Host all-day Summit of **22 F250 COOs** in New York City. Conduct focused peer discussion on the "new normal." Close the meeting with the ringing of the Stock Exchange Bell.

**RESULTS:** High level of participation ensured the firm gathered key insight from major companies regarding strategic responses to the recession. Client seen as a subject matter expert in economics and recession management.