



Situation:

Wahl Clipper Corporation has been the leader in the professional and home grooming category since 1919 when they invented the first practical hair clipper. The company was transitioning leadership from the 3rd to the 4th generation, and the new CEO wanted to use servant leadership principles to leverage his family's values and lead his team in the development and deployment of its first global strategic plan.

Strategic Actions:

- Performed a deep-dive assessment of the company's challenges, opportunities, talent and capabilities in preparation for strategic planning work sessions.
- Led the leadership team and key difference-makers in the development of the company's purpose, customer promise, reasons to believe, and core values as the foundation for strategic planning.
- Helped leadership articulate their vision for future success and build a strategic plan to deliver it.
- Aided in the articulation of the cultural transformation desired and global communication and deployment.
- Cascaded the plan throughout the company, significantly raising engagement and motivation.
- Introduced the company to strategic partners who made significant contributions to the successful implementation of the plan.
- Coached and developed the leadership team in the deployment and execution of the plan for several years.
- Encouraged family owners to strengthen the capabilities of its board of directors.

Results:

- Wahl navigated the Covid-19 pandemic using the JDR planning methodology as a key guidepost, remaining faithful to their values and principles throughout a year of many unexpected challenges.
- The company achieved all-time record sales and profits.
- Significant improvements in cultural health metrics.
- Wahl is being governed by a much stronger and more capable board of directors.

"Jude is by far the best I have ever worked with in my 30+ year career to help an organization navigate through and develop a strategic plan. His approach is not to build a strategic plan and dust it off once per year but to engrain it into your operating rhythm. He challenges and pushes your thinking. Jude drives you to address your weaknesses and focus on the biggest opportunities for growth. His uncommon ability to orchestrate constructive debate leads to solid plans, heightened teamwork and accountable execution. He has a world class professional and calm approach but is not afraid to drive you hard to improve and think bigger. The best part about working with him is you also gain a great friend and mentor for life working with him. Jude is a rare find and a class act."

- **Bob Lazzerini**, CFO at Wahl Clipper Corp.