



The company was transitioning leadership from the 3rd to the 4th generation and wanted to deploy their first global strategic plan.

The 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.
- 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.
- 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.

Results

Achieved all-time record sales and profits

Significant improvements in cultural health metrics

Governed by a much stronger and more capable board of directors

"JDR 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.

Their approach is not to build a strategic plan and dust it off once per year but to engrain it into your operating rhythm. They challenge and push your thinking. They drive you to address your weaknesses and focus on the biggest opportunities for growth."

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