

# How The Alignment Company Helped **General Assembly** Build a Culture of Trust Among Senior Leaders and Thrive During a Period of Turbulent Change

## CASE STUDY



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“The Alignment Company enabled us to gel as a leadership team so much faster—and we are humming as a team now.”

**Lisa Lewin**

CEO, General Assembly

## Results

# 50%

Faster at launching new products into the market

# 1.5x

Quicker at making high-quality business decisions

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## The Alignment Company provided

### Team alignment

Bringing leaders together both operationally and culturally

### High-yield meetings

Everyone's voice is heard, and everyone's best is drawn out

### 1-1 leader training

Helping leaders build high-context relationships

### Technology consultancy

Versed in the cutting-edge tools that drive organizational development

# Customer

## General Assembly

Industry  
**Private Education**

Headquarters  
**New York**

General Assembly is a pioneer in education and career transformation, specializing in today's most in-demand skills.

## Challenges

### Maximizing business performance through a period of tumultuous change

When Lisa Lewin joined General Assembly as CEO, she was determined to make a lasting, positive impact on the business. But she faced a challenging road ahead.

The team she inherited had already undergone an incredible amount of change. Not least being acquired—which they were still adjusting to—and being forced to adopt new ways of working due to COVID. Meanwhile, Lisa planned on driving further change by restaffing much of the leadership team.

As an experienced enterprise leader, Lisa wanted to minimize the risk that high volumes of change could pose to the topline growth and profitability of the high-performing business.

To meet the challenge, she set out to create a more positive and cohesive team culture at senior leadership level. She wanted to build trust quickly, ensure everyone was strategically and operationally aligned, and get the team on firm footing. So they could move forward quickly, confidently, and profitably through a volatile period of change.

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“The business was experiencing a tremendous amount of change. I wanted to ensure that during that volatility we were doing everything we could to create an environment of positive collaboration and good ways of working.”

## Solution

### Working with The Alignment Company to create a culture of trust, engagement, and success

To achieve her goals faster, Lisa engaged with The Alignment Company, a consultancy dedicated to helping leaders align their teams, so they can perform to their best.

The Alignment Company, led by Managing Partner Bob Gower, conducted a **deep discovery process** to uncover the tensions and pain points in the business, and to understand Lisa's goals. They interviewed all senior leaders and attended events and meetings to ensure they were fully immersed.

This process uncovered numerous opportunities to get the leadership team working more closely on both an operational and cultural level. And The Alignment Company created a tailored plan to achieve it.

They **facilitated more collaborative and inclusive senior leadership meetings** and work sessions, where everyone's voice was heard, and everyone's best was drawn out. Having observed how senior leaders performed in meetings, The Alignment Company provided **bespoke 1-to-1 coaching** to every member of the team to ensure they created more meaningful connections and purposeful discourse. Plus, **as new executives came on board, the Alignment Company helped orient and integrate them.**

The Alignment Company also worked with the business's Product team, consulting on new tools and practices **to reduce waste and attrition, and improve the team's workflow**. This included replacing a core technology that had been holding the team back for years.

Next, the Alignment Company **addressed trouble spots** across HR, Operations, and other key departments, and **designed a new governance model for the business** that encourages inclusivity and collaboration—and improves top-level decision-making.

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“The Alignment Company’s expertise in developing highly effective teams really shone through, and our leadership team gelled so much faster than it could have without them.”

# Results

## Decision-making accelerated and new initiatives launched 50% faster than before

Since engaging The Alignment Company, General Assembly's leadership team has developed stronger relationships and become highly effective. While the business as a whole has improved its efficiency, sales, and product quality.

With a culture of trust ingrained in the team and every meeting yielding clear results, Lisa says **the team makes key business decisions 50% faster than before**. This saves significant time and resources, increases throughput, and ultimately leads to superior returns.

Since replacing a core technology platform, following advice from The Alignment Company, they've also unlocked a wave of product innovation and positive energy that didn't exist before.

In fact, Lisa estimates **the company is 50% faster at launching new initiatives now, which allows them to sell more and increase revenue streams**.

As a pioneer in education, this accelerated innovation enables the company to maintain its position among the market's highest performers—and cement its future success.



“The Alignment Company’s Managing Partner, Bob Gower, is one of the very few people I’ve ever met who has years of experience and is well-versed in the latest cutting-edge approaches to organizational development.

He’s incredibly high IQ and high EQ. That is very, very rare — he’s a pretty special consultant and advisor.”



**Unlock your leadership  
team's true potential with  
The Alignment Company**

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