



## Background on CStar

- Educational travel services to high schools
- Founded 6 years ago – venture backed
- 60 million in revenue
- Changes in Leadership – Founder back in place
- “Commoditized”, price inelastic market
- Major competitor in same city, which houses many technology/ services companies → War to attract and retain talent

## What We Did

First we walked the CEO through the first two Ps – Passion Pyramid™ and Personal Balance Sheet™. We then had an offsite where the rest of the executive management team, with the CEO present, was run through these exercises, shared their outputs, recognized patterns, iterated results, and generated consensus around a mission statement and set of company values and definitions.

These were then presented to the entire company by the CEO. Follow up sessions lower down in the organization, and incorporating the values into CStar’s talent acquisition and management processes and overall marketing message are currently planned.

“Lawler Kang led an inspiring session for our executive managers. All of us had come from extremely diverse professional and personal backgrounds, and this process allowed us to collectively uncover, discover and respect the true drivers and passion inside each one of us.

Our session together clearly has helped us coalesce into a much more tightly knit, better communicating, highly supportive and true “team”, with quantifiable results.”

*Mark Cestari*  
*EVP Marketing & Sales*

## What Are the Results Thus Far:

- 20% higher monthly revenues, at a higher price point
- 40% reduction in attrition
- Successful integration of a another services firm, one of whose acquisition criteria was based on mission and values
- Saw the needed departure of a management team member