

## Build Market Share and Revenue Growth

### THE CHALLENGE

The CEO of a privately owned distribution company needed to expand market share and accelerate growth. He asked Aviv Consulting to help him develop market expansion alternatives and guide a board of directors retreat to foster shared vision and alignment.

### WHAT WE DID

We conducted a discovery workshop with the CEO and his senior team. We then helped frame a range of market expansion directions. We designed a board of directors retreat in which we explored a series of future trends and decided on the company's direction.

### RESULTS

The company expanded into new market and delivered extraordinary growth. Its rapid expansion led to being acquired by a Fortune 500 company.

“Aviv Shahar of Amber Network facilitated our strategic planning. He coached us through a stimulating and creative process to help us think anew about our business, about where we are going and about where we want to go. Aviv also facilitated a retreat with our board of directors in which we reviewed a series of future scenarios in the context of which we examined our growth opportunities. We have had great tangible results that are now becoming a priority. Aviv was a catalyst for new ideas with which to present and assert the value we bring to our clients. The revelations we have had along the way brought fresh energy and vision leading to successful developments we are now turning into reality.”

**Dr. Stephen Axelrod MD**  
**CEO SeniorMed**



## AVIV SHAHAR'S BIO

Founder of *Aviv Consulting*, Aviv Shahar is an international consultant, coach, author and featured speaker. He has extensive experience coaching executives and helping leaders improve their effectiveness, strategic thinking and collaboration. With clients in the UK, Holland, Germany, Spain, Canada, Mexico, Brazil, Singapore, India and the United States, Aviv's passion is to...

**work with outstanding leaders to  
create dramatic new futures for people and organizations.**

For over 25 years, Aviv has specialized in helping executives and managers develop and realize their vision and purpose. Clients that compliment Aviv most often are executives deeply committed to transforming their business, and developing their people, particularly their brightest and most capable managers.

Mr. Shahar, known to many of his clients as The Collaboration and Innovation Catalyst, is a recognized expert in organizational transformation and leadership, strategy, and top talent development. Aviv helps leadership teams cultivate innovation, improve collaboration and develop radical trust and peak performance. His experience in coaching for high-performance in critical operations began as a fighter pilot responsible for training other fighter pilots in the Israeli Air Force.

Aviv Consulting is the preferred provider for private and public organizations committed to improvement, innovation and value creation. Aviv helps executives focus on their most precious resources and talent, and develop a purpose-inspired and contribution-based organization. His clients include leaders from Hewlett Packard, Procter & Gamble, Northrop Grumman Corporation, Xerox, Emeritus Assisted Living, Honeywell, Cisco Systems, Frito-Lay Inc., Kellogg's, WebEx Communications, Berkeley National Labs, Potlatch Corporation, Marvell, The Rockefeller University, the US Department of Interior and the US Department of Defense.

Aviv's articles have been published by the Pfeiffer Annuals, The AMA Best of the Best, T+D, and The Futurist. Aviv created the "Blue Belt" top-talent development programs and the acclaimed "Emerald Keys to Success." Aviv is a Member in The Million Dollar Consultant® Hall of Fame.

## VISION AND MISSION

Our mission is to help outstanding leaders create dramatic new futures for people and organizations. We are passionate about sharing our ability to elicit exponentially bigger visions of your future than you had imagined, and helping you grow, develop and achieve the personal and organizational goals necessary to make it a reality.

Our vision is realized when the teams we work with are able to: create a radical level of trust, unify around an expansive vision, generate new opportunities, and unlock their creative and innovative powers to actualize their goals.

The first breakthrough in leadership is inside you, in your capacity to reframe your situation, create opportunities and lead from strength. Coaching and consulting with you throughout this developmental journey is our mastery and life's work.