

Hybrid Teaming for SUCCESS



Case Study III

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The relationship between a multi-billion dollar value-add technology company and a major IT manufacturing company is not always easy to handle. For that reason the value-add technology company approached Scott Cochrane to help them do some visioning and strategic work jointly between both companies. As this was something that had never been done before, the value-add technology company decided to hire Scott Cochrane, their trusted executive coach and advisor for several years, to help them lead the corresponding meetings.

For over two decades, the value-add technology company had been a key go-to-market vehicle for the IT manufacturer, as it both created market and executed sales for them. This relationship was based on very complex system of pre-negotiated front-end and back-end margins, which was highly conditioned to meeting specific performance KPIs.

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each other, the relationship was historically contentious during annual re-negotiations of terms and conditions, as well as quarterly business reviews. Recognizing the mutual underlying need to work together in good times and bad, as well as an opportunity to leverage success through greater synergies, Scott Cochrane presented them with a unique mindset on how to approach their relationship. A Senior Executive Summit was arranged, which was comprised of the senior leaders of both companies.

They were asked to set aside any past relationship baggage, and the concept of the Hybrid Team was introduced to them. Working together from a clean slate, they spent the day building a winning future that answered the needs and aspirations of both companies. They quickly discovered that they could improve results if they acted as one in their vision and strategy process.

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During the offsite summit, the resulting Hybrid Team crafted the details of an ideal future, based on a 2-year vision of success for both companies, and the strategy to achieve it. The resulting vision and strategy included doubling revenue and profit margins by the end of a 24-month period. Mixed “Tiger Teams” were formed to define and accelerate implementation of the global initiative.



The results of this innovative approach went far beyond expectations: The IT manufacturer fully funded the project with a multi-million dollar contribution, the implementation of action plans is on track, and Senior Executive Summits, moderated by Scott, are celebrated every 6 months to assure continued Senior Executive alignment. Currently 18 months into plan, the project is satisfying the expectations of both companies. The hybrid teamwork atmosphere built on synergy, cooperation and unified goals continues to thrive.

Value-add Technology Company
Director Enterprise, EMEA

“ When our Company wanted to enhance its long-term planning and senior executive engagement with its largest vendor, I called on Scott to act as moderator of the periodic Senior Executive Summits, held jointly with the top management of both organizations. It was in those meetings, led by Scott, that we created the shared vision and roadmap for what was truly an inspirational project. It is a pleasure to work with Scott.”

Key participants in the project:

- 🔑 Scott Cochrane, Performance Coach
- 🔑 Value-add Technology Company
 - President of parent company
 - Senior VP and Managing Director of company
 - Senior VP and Managing Director of company
 - 6 Senior European Executives
 - Director Enterprise, Joint leader of initiative
- 🔑 IT Manufacturer
 - Senior VP Enterprise of Group
 - 10 Executive Leaders of enterprise business units
 - Director Enterprise, Joint leader of initiative

* Company names not divulged due to project sensitivity