

Case Study: UltraShape

The Situation:

UltraShape Inc., is a leading developer, manufacturer and marketer of innovative, noninvasive solutions for the aesthetic medical field. UltraShape has developed the first clinically proven body contouring solution that combines totally non-invasive treatment with durable measurable results. UltraShape possesses a revolutionary, non-invasive ultrasonic form of body contouring, (think liposuction without the pain and invasive approach). A seven year old privately-held, venture-backed medical technology company headquartered in Haifa, Israel; UltraShape received the CE mark in 2005 and approval from HealthCanada in 2007. The company has sales of approximately \$30m in nearly 50 countries as it seeks approval from the Food and Drug Administration in order to market its products in the USA. While the company's revenues are growing 100% per year, sales will explode when approval to the US market is granted. Over 100 doctors in the US have signed on. While seeking FDA approval, and preparing for the US ramp up, the company also is planning for an IPO on NASDAQ.

CEO Rodger Stewart knows from experience that a top performing leadership team is critical in maximizing the company's market valuation and in meeting the company's ambitious growth goals. When Stewart served as CEO of COBE Cardiovascular, a \$250 million cardiac surgery company, he jumpstarted his senior team by retaining The Bolton Group. One of his first moves at UltraShape was to hire The Bolton Group in order to shorten the learning curve of this newly formed top team, made up of six Israelis and three Americans.

Our Approach:

- Conducted three top team alignment sessions to create team vision, charter, performance goals and norms of behavior.
- Used DISC-based *Proception2* personality style tool and conducted team workshop on personality similarities/differences. Held Israeli-US cultural awareness session. Conducted *Team Building at Warp Speed*, a senior leadership team effectiveness and feedback session, for UMT.
- Launched the *Creating Executive Value* assessment and development process for CEO and UltraShape Management Team (UMT) and provided individual coaching.
- Conducted *Organizational Climate Survey Work Out* session for UMT to improve climate.
- Used *Top Team Check* for UMT and team coaching to create clarity, increase the capabilities and improve the commitment of the senior leadership team.



Assisting executives and top teams in becoming their best

The Results:

UltraShape is poised for entry into the US market and for explosive growth. The UMT is ready. Stewart comments, *“Chuck Bolton's accomplishment with my management team can be best described as transforming a talented group of senior executives working together with some individual skirmishes into a high performance executive engine firing on all cylinders. Having worked with Chuck since 2002, I have personally experienced his expertise transforming the performance of three management teams and developing many key executives to rise to new levels of effectiveness and performance. His methods are proven and his results are phenomenal.”*