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Insight Strategic Concepts



The annual listing of 10 Emerging companies that are at the forefront of providing Leadership Development consulting/services and impacting businesses

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Insight Strategic Concepts

Helping Enterprise Leaders Unlock Multi-pronged Growth



Shelley Moore,
President, Founder

Leadership and team dynamics across enterprises have dramatically changed in the last few years due to multiple aspects, such as hybrid workplace culture, the great resignation, and increasing emphasis on DEI. This raises the need for leaders to adopt a framework that can help them quickly adapt, execute, realign, and consistently foster sound strategies, stability, and sustainability within their organizations. Unfortunately, many enterprise leaders lack the self-awareness needed to unlock the same.

As specialists in the growth of organizations, people, and their communities, Insight Strategic Concepts helps leaders be self-aware of their capabilities and accelerate overall organizational growth. “We have designed the Insight Growth System combining four consistent elements, including passion, strategy, collaboration, and process. These elements can cultivate and accelerate growth when aligned and organically integrated into an organization’s DNA,” says Shelley Moore, President, and Owner of Insight Strategic Concepts.

Insight Strategic Concepts’ leader development services—which is just one aspect of its comprehensive offerings—begin with various assessments, indexes, and self-reflection activities. The Kolbe System™ is one example of the many index tools they have used for many years. The company drives leaders’ self-awareness to envision future growth while

simultaneously analyzing the overall workforce's strength. To attain clarity on clients' goals, they also identify an organization's vision, mission, purpose, and unique business model. Insight Strategic Concepts helps formulate go-to-market strategies by considering several scenarios and researching further into their market segmentation.

After strategy formulation, Insight Strategic Concepts determines the organizational design and identify people that fit in the role for executing these strategies. If the organizations do not have the right people for the role, the company helps them fill the skill gap in the action team by helping clients recruit missing team members. Not stopping

team member can take accountability for their training and development.

BLOOM is proven to be a game-changer in the remote working environment for building teams and connecting people as it provides leaders with the ability to communicate their goals and strategies effectively while tracking the individual progress and growth of their people. It could address the challenge of connecting people to their organization and providing a sense of belonging to empower them to work toward the common goal.

Since its inception in 1999, Insight Strategic Concepts has worked with over 200 SMBs, including manufacturers,



there, Insight Strategic Concepts establishes core processes that make organizations work around their unique business model. Ultimately, the company teaches leaders to implement these processes on an ongoing basis on their own in collaboration with each team member, making them self-sufficient.

What enables Insight Strategic Concepts to further amplify its value proposition is BLOOM—an online leadership and team performance management platform specifically designed to establish the culture and accelerate growth. Materializing the elements of passion, strategy, collaboration, and process, the platform provides an online space where leaders and their team members can check their development goals and performance and exchange feedback from their peers. Each

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healthcare providers, nonprofits, and government entities. The company has recently helped a manufacturer expand their product line from one to 13 products as well as grow their internal team from about 50 to over 120 employees within a year. Such success stories that they have scripted are plenty.

In a nutshell, Insights Strategic Concepts' ability to align strategies with the people and ensure clients' core processes work around their unique business model allows the company to successfully lead organic integration to cultivate

intentional inventions within clients' organizations. The company is on a mission to build relationships, strategies, and solutions that organically integrate the passion of people into the growth of their communities. 