

# THE LEADERSHIP COMMUNICATION GAP CASE STUDY

How Rapido Strengthened Finance Communication  
to Drive Faster Decisions

## CLIENT CONTEXT

- **Organization:** Rapido
  - **Industry:** Mobility / Ride-hailing (Bike, Auto, Cab)
  - **Audience:** 24 participants; 18 Finance professionals + 6 Associate Directors (Operations)
  - **Seniority:** VP Finance, -1, -2
  - **Context:** High-growth, data-rich environment requiring rapid decision-making
- 👉 As Rapido scaled, its Finance and Ops teams were increasingly expected to translate data into actionable insights for founders, business heads and investors.

CLIENT SPEAK

“My team is required to provide insights on financial performance. Most of them provide basic analysis but struggle to summarize it effectively for their audience..”

– VP, Finance

## THE LEADERSHIP COMMUNICATION GAP (LCG)

### What Fin Leaders Intended

- Present accurate financial insights to founders, business heads & investors
- Enable decision-making through selective use of data
- Provide structured analysis to company leadership across functions

### What the Organization Experienced

- Analysis was correct, but not compelling
- Insights were shared, but not always easy to act upon
- Communication was data-heavy and lacked audience-specific framing

### LCG at Rapido (a classic Insights-to-Decision gap)

1. **Trust Gap:** Data was presented, but not translated into persuasive narratives
2. **Clarity Gap:** Insights lacked a clear “big idea” and decision framing
3. **Action Gap:** Data updates did not consistently lead to decisions

## STORI5 INTERVENTION

### Our Approach:

A Design Thinking-based Storytelling framework (Insight2Decision™) designed to bridge the gap between insights and action.

**Framework used:** Empathize → Discover → Ideate → Craft → Narrate

### Program Details:

#### 1. *Basecamp*

- 2-day In-classroom ILT based workshop
- 8 hours learning + 6 hours simulations & role plays
- Real business scenarios tailored to Finance & Ops
- Curated groupcase studies & templates
- Feedback and reflections

## *2. Core Questions Participants Were Trained On*

- What decision will my data enable?
- What is the 'BIG idea' behind my data?
- How do I craft a story from insights?
- How do I tell it with persuasion?

## *3. Key Capability Areas Focused On*

- Empathy: Understanding stakeholder expectations (Founder vs Investor vs BU Head)
- Structure: Converting data into clear narratives
- Influence: Driving decisions through storytelling
- Application: Real-life simulations (budget asks, investor communication, strategy discussions)

👉 This intervention was not about improving data presentation.  
It was about strengthening leadership communication between insight and decision-making.

## STORI5 IMPACT

As per Post-workshop feedback

1. High engagement levels (4.2/5 program rating)
2. Improved ability to structure communication across formats (PPTs, emails, discussions)
3. Finance leaders became more intentional about decision framing
4. Stronger ability to influence without relying purely on data depth
5. Better alignment between Finance insights and business action

👉 Finance teams rarely suffer from lack of data.  
They struggle to communicate insights in ways that build conviction and drive decisions.