

Case Study: Amplifying Generalist World's Reach and Impact

Client Overview:

Generalist World, led by founder Milly Tamati, is a dynamic community for generalists, offering resources, events, and now a podcast.

Duration of Engagement:

6+ Months (and counting)

The Challenge:

Milly was running Generalist World solo and needed support to launch a podcast and organize events, especially in NYC.

Strategy and Implementation:

- **Podcast Development:** Collaborated to produce an 8-episode podcast season, featuring guests from diverse fields.
- **Event Planning and Execution:** Partnered with BoomPop to host the first NYC event, drawing over 40 attendees.
- **Creative Leadership:** Co-hosted the podcast, executive produced the trailer, created design assets, and developed a social media rollout campaign.
- **Ongoing Strategy:** Conducted weekly strategy calls to brainstorm and refine ideas, ensuring continuous growth and innovation.



Results:

- **Successful Podcast Launch:** The trailer alone reached thousands of listeners in over 31 countries.
- **Community Engagement:** The NYC event significantly increased Generalist World's local presence and member engagement.
- **Upcoming Initiatives:** Preparing for a podcast tour in Spring, expanding Generalist World's reach further.



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“Lindsey provides immediate impact. Her ability to intuitively understand needs and execute strategies makes her an invaluable partner. If you’re looking for a strategic catalyst, Lindsey is highly recommended.”

Milly Tamati, Founder & Chief Generalist, Generalist World