How do you take a company from startup to NASDAQ listing in just six years? For Augusto Lins, the answer was simple: You build a culture of leadership.

Lins is president of Stone, a Brazilian company specializing in point-of-sale business solutions. Since joining the organization in its early days, he has helped drive extraordinary expansion—and developed the organizational structure to sustain it. To create a deep bench of qualified leaders, Lins and his executive team have promoted professional development at all levels, sending key members to complete external training. Because pursuing excellence in leadership is an important driver for the company, Lins chose to attend the Owner/President Management (OPM) program at Harvard Business School.

Why OPM?

To find the right development opportunity, Stone analyzed executive education options across the U.S. and Europe. Finally, Lins identified a choice that suited the organization’s unique needs.

“When we reviewed OPM’s curriculum, it was clear that the program was a proper fit,” Lins said. “The structure of the program—with lectures, case studies, and real-world negotiation practices—was exactly what we needed to facilitate the development of our key executives.”

Lins, who graduated from OPM in 2017, is one of 10 Stone leaders who have attended the program to date. The experience, he says, was transformational.

“The program exposed our team to new disciplines, management content, and business frameworks—promoting a mindset centered on good strategy and focused execution,” Lins said. “We’re now more confident in addressing our business challenges and remain committed to continued leadership development.”

Investing in the future

Stone’s investment in leadership development has paid off. Today, the company employs more than 3,000 people—boasting offices across Brazil. The organization’s stellar reputation recently attracted the attention of several world-class investment groups, including Berkshire Hathaway, Alibaba, Madrone Capital, and T. Rowe Price—enabling the company to raise $1.5 billion in capital in its initial public offering on the NASDAQ in 2018.

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As the company looks toward the future, Lins is committed to service-minded leadership, encouraging executives to take care of their clients and their team. To ensure Stone remains competitive, he continues to promote and invest in hardworking individuals who know how to communicate strategy and develop the capabilities of their fellow team members.

“High ethical standards, good listening skills, and authenticity are invaluable to us,” Lins said. “We believe that this set of capabilities allows a leader to foster an environment of trust where the team can deliver outstanding results that align with our goals and culture.”