

ARCHITECTING A GROWTH-DRIVEN STRATEGIC DIRECTION: DRIVING PROFITS AND INCLUSION IN A MINORITY-OWNED ENTERPRISE

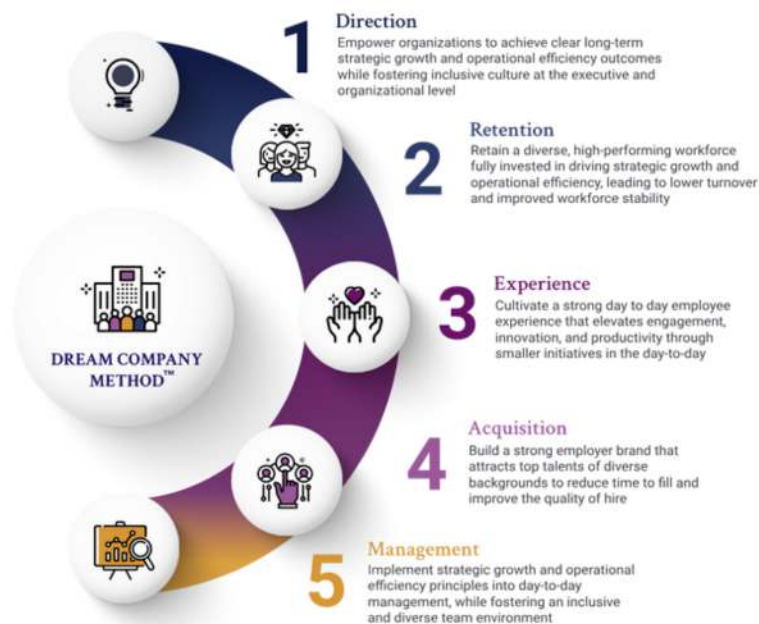
- Industry: Marketing / Advertising
- Function: Executive
- Company Size: 1-10 employees
- Location: United States

As a minority woman-owned marketing agency, the CEO faced unique challenges including a lack of support and resources in scaling her company. She sought strategy consulting to help her pivot her brand positioning and direction, and identified a clear gap between her current position and desired outcome.

APPROACH

We delved into specific elements of our DREAM company method™:

- **Direction:** We undertook a comprehensive evaluation of the product suite to enhance customer satisfaction, working towards creating a more diverse team, and devising a strategic growth roadmap. Notably, our approach capitalized on the CEO's distinct perspective as a minority woman entrepreneur.
- **Management:** Our involvement included fine-tuning leadership priorities and offering insights into constructing a united, diverse team poised to successfully execute the company's growth roadmap.



PROCESS

We kicked things off by diving into the CEO's vision for the company, covering everything from the clients they serve to the projects they tackle and the makeup of their team. In this process, we spotted some clear gaps between the current team setup and the ideal one needed to cater to the product suite's target audience. Next, we took a close look at the CEO's focus and priorities. This analysis revealed areas where their current approach didn't perfectly align with the bigger growth goals.

Then, we moved on to a deep dive into the company's core service delivery process. We looked at it from every angle – client outcomes, satisfaction levels, the whole works. By mapping this out, we not only found ways to boost revenue and keep clients happier, but also to streamline how resources are used. And this also gave us insights into where new team members might be needed down the line. It also helped us refine what the company offers to match its new direction.

RESULTS

Our approach assisted the CEO in recognizing three potential enhancements for the company's product suite, aimed at amplifying company profitability and enhancing customer satisfaction. While implementation wasn't within our scope, considering the company's sales conversion rates, capacity, and other factors, these enhancements were forecasted to contribute up to \$840k to the company's bottom line with a minimal hiring cost, requiring just 3 additional team members.

NEXT STEPS

If driving strategic growth and operational efficiency while fostering a culture of inclusion is a priority for your organization, we invite you to schedule a 30 minute roadmap session with our team. During this session, we'll work collaboratively with you to:

- Evaluating your current strategic direction and growth objectives
- Identify opportunities to drive strategic growth and operational efficiency while fostering a culture of inclusion
- Co-create a tailored plan of action that aligns with your objectives and values

If there's a mutual fit, we'll also assess whether our solutions are the right fit in helping you achieve your objectives. As a trusted strategic partner, we'll only recommend solutions that creates win-win outcomes for all parties involved.

SCHEDULE YOUR ROADMAP SESSION