

Six Months After Attending Inspire Results' Growth Plan Workshop,

an Indianapolis full-service marketing firm experienced remarkable results.



Doubled office square footage



Tripled number of employees



Realized an almost 45% revenue increase

Problem:

Amanda Parker, President of Collective Alternative, was seeing tremendous growth with her company. But with no tactical plan, no timeline for hiring additional employees or a budget set in place to do so, Parker faced several challenges. She found herself buried in the day-to-day tasks of her business, communicating with clients, overseeing the needs of employees and churning out tasks that were easily delegated. These things and more kept her from being able to spend any time focusing on the company's direction. She was working weekends, early mornings and nights, oftentimes surpassing 60+ hours a week. Though the company was gaining more clients and business, Amanda and her team at Collective Alternative had no set vision for where they wanted to go or how they were going to get there.

Solution:

Parker attended Inspire Results Business Coaching's Growth Plan Workshop. During the workshop, she created an operating plan and budget that helped to define Collective Alternative's growth and goals. Through discussions with business coach Roger Engelau, she was able to chart where she wanted herself and her business to be in the years to come. Then she created annual, quarterly and weekly goals to fit her vision. Parker could see daily business operations in a new light and, once shared with the rest of the team, they too could see the vision and goals. The whole team was more motivated and produced better results. With the creation of a leadership team, department managers could delegate tasks, create processes to make projects smoother, determine the roles that needed to be filled and when, and select employees that fit the culture of the company. With a strategic plan in place, Collective Alternative was able to continue growing but in a more tactical way, with the ability to make better business decisions that ultimately led to new accomplishments, increased profits, and overall fulfillment.

Benefits:

Greater work life balance

Investment in employees

Better office morale and productivity

Increase in profits

Discover your growth potential at inspireresults.com

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