

CASE STUDY

# WHEN GROWTH BECOMES THE PROBLEM

300% revenue growth in 12 months. The sales team didn't change, but everything else did.

## ENGAGEMENT SNAPSHOT

Industry:	Agency / Media
Function:	Full Business Operations
Timeline:	12 Months
Role:	Director of Operations
Team Size:	25 People

**300%**

Revenue Growth in 12 Months

**\$375K → \$1.5M**

ARR Growth in One Year

**25**

Person Team Fully Operationalized

## THE SITUATION

A fast-growing agency had a sales problem - but not the one you'd expect. Deals were closing. Revenue was coming in. The real problem was what happened next. There was no standard process for getting a new customer live. Nothing was written down.

No two people did things the same way. The business was like a room that kept getting more laundry thrown into it with nowhere to put any of it.

Roughly 25% of new customers never launched their show at all. About 50% churned after just a few episodes.

The company was growing fast and hemorrhaging customers nearly as fast as they were adding them. There was a real risk of losing the salesperson whose performance was driving all of it.

## THE CHALLENGE

### **Sales were closing fast. Operations couldn't keep up.**

- ~25% of new customers never launched their show at all
- ~50% churned after just a few episodes
- No standard operating procedures; nothing done the same way twice
- Growth was accelerating the chaos, not outrunning it
- Risk of losing the high-performing salesperson the business depended on

## WHAT WE BUILT

### **Became the Integrator**

Stepped in as Director of Operations, the right hand to the CEO, owning all business operations across a 25-person team.

### **Built SOPs for Everything**

Documented standard operating procedures across every function: sales, account management, podcast production, finance, and HR. Nothing left to memory.

### **Defined What "Launch" Looks Like**

Created a clear, repeatable process for getting customers live so no show fell through the cracks and clients knew exactly what to expect.

## Established Company Values & Culture

Developed core values with cultural touchstones to align the growing team around a shared mission.

## Led the Leadership Operating System

Ran weekly leadership meetings with the CEO and VPs to integrate all functions and drive accountability across the business.

## THE OUTCOME

**In 12 months, the business went from \$375K to \$1.5M in revenue (300% growth) while getting the operational infrastructure to support it.**

Churn dropped. More customers launched. The team had clarity on their roles, shared values, and a weekly operating rhythm that kept everyone aligned. The CEO could focus on vision. The business could run.

The same problems that created chaos here exist inside almost every small business: no standard process, no clear definition of "done", an owner handling everything, and quality depending on who shows up that day.

## DOES MY BUSINESS HAVE TRACTION?

- Burn out and encountering the same problems repeatedly
- Hitting a revenue ceiling and feeling unaccomplished
- Unsatisfying meetings and feeling disconnected from your team
- Disappointing employee performance and things falling through the cracks

# HOW TO GET TRACTION

Focus and strengthen the Six Key Components of your organization to gain back freedom:

## **Vision & Goals**

Is it clear what your business is trying to accomplish?

## **Data & Scorecards**

Do you have a measurable scorecard to tell if you are winning or losing?

## **Process & Documentation**

Do you have processes documented and followed by everyone?

## **Meeting Rhythm & Traction**

Do you have effective meetings with clear ownership and action items?

## **Issue Resolution**

Do you have a clear way of defining and resolving issues? Or do they tend to repeat?

## **People & Accountability**

Do you have the right people in the right seat?

**Build the system. Define the standard. Remove the bottleneck. Make it run without you. We can help.**

**BOOK A CLARITY SESSION**