

# Event Firm Creates Business Strategy

Case Study



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# The Situation

## Event Design Firm Creates Business Strategy

New business and repeat sales growth is stalled causing flat net profits.



- ▶ Management team lacks maturity.
- ▶ Business Centers are ill-defined and misaligned.
- ▶ Operational standards and systems are verbal.
- ▶ Lack of accountability for outcomes and results.

# The Actions

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CA partner facilitated the development of a strategic business plan over five planning sessions.



- ▶ The company's 18 month mission clarified.
- ▶ Four clear strategic intentions defined.
- ▶ Tactical goals and action plans developed with built-in accountability measures.
- ▶ New opportunities aligned with trends in the market that could and would produce new income and profit.
- ▶ Management team trained in new language of accountability.

# The Results

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Senior management led the line managers and staff in the completion of clear goals and action steps.

- ▶ Top line revenue increased by 21%.
- ▶ Net income increased by 10%.
- ▶ Managers completed a 1-year leadership training course, resulting in a mature, focused team.
- ▶ Two new business lines were developed.
- ▶ Media exposure increased by more than 40%.

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