

Using a Fractional Integrator to Get Healthy

SITUATION

A small marketing agency, under \$5M in revenue, was facing below industry revenue growth two years after implementing EOS®. The team was comprised of 15 full-time employees, utilizing up to 20 consultants during peak seasonal times.

Like most companies who start with EOS®, over 50% select their first Integrator from within for one of these reasons: company-industry familiarity, keep expenses low by maintaining existing headcount or lack of confidence in the process. These myopic views can have consequences in the form of group-think, weak senior leadership, dual roles (Visionary / Integrator) or underperforming in a competitive market.

This Visionary finally recognized he needed the right leadership internally in the Integrator seat to start driving accountability and reached out to GCE to provide fractional support.

THE RESULTS

Bringing a fractional Integrator in who GWC'd the job allowed the Visionary and team to execute against its stated vision instantly. After six months the company's Check-up Score went from 68 to 82. Other favorable Year / Year results included:

- L-10 Churn from 3 to 0
- CSAT Score from 5 to 9
- ASP grew from to \$7,820 [~30%]
- First Six-Month Bookings increased over 50% to \$1.29M

CHALLENGE

- Attracting Talent - This marketing agency's position wasn't large enough to challenge a full-time executive. Conversely, without offering a competitive salary for the position, the available candidate pool was not best-of-breed and therefore unlikely to deliver successful results.
- Integrator with SME – The marketing firm believed the Integrator position required industry-specific knowledge [conversant with 'speeds & feeds'], not recognizing successful Integrators work on real-time projects with other
- Tunnel Vision - The corporate culture had become too internally focused. In their daily struggle to address issues, the team lost the ability to align with the significant picture strategic direction – not seeing the forest through to the trees.

SOLUTION

For smaller businesses wanting best-of-breed, a fractional Integrator made the most sense for both the company and the position. An experienced GCE FI was able to provide dedicated leadership and knew what worked from previous EOS implementations.

By occupying the Integrator seat fractionally, GCE was able to assess the organization, identify gaps and create an actionable plan. Working with the Visionary, the Accountability Chart was restructured, Scorecard aligned to leading indicators and leadership team strengthened, including selecting and training a replacement Integrator.

BENEFITS

By employing a GCE fractional Integrator with GWC and not insisting on industry expertise, execution could begin immediately. The head count expense increase was dramatically offset by the operational efficiencies both on the top [revenue] & bottom [profits] financial lines.

With RPRS in place, systems and processes were employed to boost productivity

About GCE

We are a multi-discipline consulting, training and recruiting firm focused on helping businesses of all sizes that have adopted EOS®. Specializing in assisting companies in using the Entrepreneurial Operating System® recruit, train and build around the Integrator role. We've built a reputation of not just helping find and develop talented Integrators but implementing smarter solutions to complex problems —on your terms.



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