

## Recent Engagement Growth Strategy Discovery Session

**Scenario:** Revenue and profits had stalled at a full service interactive marketing agency. The CEO / founder wanted outside advice to review and perhaps update his business strategy in order to put the company back on a growth trajectory, to help it scale profitably, and to build the market value of the company.

**Engagement:** A sharply focused, 3-hour discovery session with the CEO and 3 Harvest advisors. We drilled into the major aspects of the business including finance, operations, leadership, strategy, competitive positioning and business development. Because the Harvest team had deep and diverse experience running various parts of a company, we were able to assess all the critical facets of the business. We delivered a report summarizing our key observations, listing the 5 major issues facing the company, and providing 9 recommendations for moving forward. This was followed by a question & answer session with the CEO after he had time to review the report.

**Current Actions:** The CEO took immediate action. He started implementing a majority of the recommendations including shifting personnel and responsibilities to provide increased focus and capacity around sales. Within 4 months, he began to see an increase in revenue and profit, with a stronger pipeline that portends significant revenue and profit growth in the near term. With the business growing again, he has shifted his attention to two other projects that have strong potential to greatly increase the market value of the company.

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