

## KEY PERFORMANCE INDICATORS

### Invest in your bottom line. ROI will follow.

We understand the high stakes of growing a business. We have proven experience elevating company results, using leadership coaching that impacts Key Performance Indicators.

- Revenue
- EBITDA
- Cash Flow
- Business Development/Sales
- Engagement and Retention
- Performance (individual and team)
- Talent acquisition and management
- Succession/M&A/Transition

## CLIENT RESULTS

### REVENUE

**Operating company:** \$6.3M annual revenue

**Who we worked with:** CEO

**What we did:** Resolved value conflicts about the potential for revenue growth, creating openness to new ideas about the company's value proposition and market strategy.

**Result:** \$2.5M revenue increase, or 40% growth

### EBITDA | Business Development

**Operating company:** \$25M annual revenue

**Who we worked with:** CEO and senior execs

**What we did:** Resolved five blind spots — EBITDA growth above previous high point, retirement and succession concerns, unresolved ambiguity about vision and team alignment, empowerment, and daily accountability. As a result of our consulting engagement, the key leaders re-framed their thoughts, perceptions and meaning about taking EBITDA above \$25M, which had previously never happened. They also implemented a retirement plan, resolving values conflicts surrounding it, and instituted daily and weekly accountability processes with the entire team, using a unified company vision. We aligned senior execs' individual motivations, revenue goals and company vision. This created an empowered, focused team within a flat organization that held elevated performance standards through accountability.

**Result:** +\$5.6M EBITDA growth (20%) in one year

### CASH FLOW

**Operating company:** \$11.1M annual revenue

**Who we worked with:** CEO and VPs

**What we did:** Resolved five blind-spots – meaning/perception of money and expenses, low-efficiency/time-intensive systems, one-sided contracts/partnerships, P&L awareness training and ongoing discussions/analysis.

**Result:** 46% increase in cash flow over previous year

### PERFORMANCE IMPROVEMENT (INDIVIDUAL)

**Operating company:** \$60M annual revenue

**Who we worked with:** SVPs

**What we did:** Resolved and cleared baggage surrounding previous events, aligned company/division/department with individual motivations, higher level of tactical thinking implemented with a goal-calibrated schedule.

**Result:** Increased individual performance by an average of 41%; 22% went to the company's bottom line.

### PERFORMANCE IMPROVEMENT (TEAM)

**Operating Companies:** Two companies, each at \$45M annual revenue

**Who we worked with:** President and VP

**What we did:** Business development behavioral strategies, shifted players and roles and added new talent, root cause and tendency work.

**Result:**

Company **A**: Added more team members to drive revenue and improved work efficiency and effectiveness. 50% return on investment, 20% revenue growth  
Company **B**: Team performance increased 144% (previously was flat, prior year -35%)

**RETENTION/TALENT MANAGEMENT**

**Operating Companies:** Two companies, each at \$5M annual revenue

**Who we worked with:** CEOs

**What we did:** Leadership development applied to human behavioral patterns and personality types, development paths, HR strategies.

**Result:**

Company **A**: retention rate went from 34% to 59%  
Company **B**: increased retention rate by 64%

**TALENT ACQUISITION**

**Operating company:** \$38M annual revenue

**Who we worked with:** CEO

**What we did:** Proposed a radical idea about how to fill the talent pipeline for this growing company.

**Result:** Increased talent acquired by 400%

**ENGAGEMENT**

**Operating Companies:** Three companies, each at \$45M annual revenue

**Who we worked with:** President and VP

**What we did:** Leadership development to recognize and highlight individual strengths and alleviation/delegation of weakness work, implemented "SWING" concept and focus, peer-to-peer weekly reviews.

**Result:**

Company **A**: employee engagement increased 90%  
Company **B**: employee engagement increased 63%  
Company **C**: employee engagement increased 100%

**PROCESS/SYSTEM IMPROVEMENT**

**Operating Companies:** Two companies, each at \$26M annual revenue

**Who we worked with:** Team Directors

**What we did:** Measured systems effectiveness, identified and changed low-efficiency/time-intensive systems, unlimited beliefs about process and systems.

**Result:**

Company **A**: increased systems effectiveness by 46%  
Company **B**: increased efficiency and speed by 231%

**SUCCESSION/M&A/TRANSITION**

**Operating Companies:** \$10-\$80M annual revenue

**Who we worked with:** CEO and/or Senior Leaders

**What we did:** Re-framed transition/opportunities and balanced viewpoint, educated about human behavioral patterns, improved communication and empowerment, career and life values/beliefs. Team and human behavior dynamics/concepts.

**Result:** Former leadership that remained in the new company integrated 55% faster and more successfully than those who were not clients. New leadership integrated 68% more quickly and effectively. Fallout dropped by 28%.

**INVEST IN THE BOTTOM LINE, WITH BUSINESS COACHING THAT PRODUCES SUPERIOR RESULTS.**

Our coaches blend C-suite experience, mastery credentials and cutting-edge science of psychological success. This unique and scientifically proven approach yields superior, sustained results with more velocity than traditional coaching programs. We work with individuals, teams, public and privately-held companies, private equity and venture capital firms and their portfolio companies, and businesses going through M&A transactions. Some of the areas in which we have been engaged: transitions, change management, system/team integration, leadership effectiveness and accountability, establishment of leadership development programs and supplements to existing programs, talent assessment, and HR-identified "improvement opportunities" for leaders in key positions.

**CONTACT US TO LEARN MORE.**

1-800-217-0017 | [coaching@velocitylc.com](mailto:coaching@velocitylc.com) | Headquartered in Denver, CO.