

360 Business and Technology Platform & Results Multiplier

The 360 platform supports leaders with a “done for you” approach to strategy, alignment, implementation, and ongoing execution

THE GOAL IN OUR CASE STUDIES

Help our Clients to Accomplish their Key Objectives

100%

Of users report an improvement in alignment, accountability and action/execution

50-75%

Average improvement in alignment, accountability and execution

Extremely Effective

In terms of strategic planning, creating accountability, and driving long-term execution

>= Very Effective

In terms of facilitating decision making, visibility, planning, and alignment

“Execution360 has allowed our firm to get aligned on how we are performing today, the current bottlenecks, the opportunities, and the plan to address those items.

Our leadership team is on the same page, our team knows the plan, and we are accountable to what we need to do.”



Regional Entertainment Provider Looks For Risk Reduction and Greater Efficiency

“Getting on the same page has produced results both inside as well as outside of the bottom line. We have been able to make better decisions, and most importantly, have the conversation needed so we can move forward together with a shared understanding”

General Manager

Date:	2014-Present	Key Goal(s):	
Revenue:	\$15-40M Annual Revenue		Get the management team on the same page and continue to drive
Key Leader:	GM & President		substantial EBITDA with less risk

Background

The Company was founded in the 1970s and is a high-end entertainment provider, within multiple major regional markets and multiple global accounts. The Company, while dependent on outside factors, was able to continually operate with substantial EBITDA and return. They continue to operate within a very competitive landscape where changing factors require quick and accurate decisions.

Key Problem

While the Company was producing substantial EBITDA, it had to continually adjust and make quick decisions based on the available data. This was not always possible and there were several people and process impasses.

Key Objectives / Tactics

- Clarity on channel and product performance
- Alignment with executive team and cascaded down to team
- Solidify distribution relationships and negotiate better terms
- Reduce waste within marketing / employee programs

Key Plan / Strategy

The Company has augmented its plan several times since 2014. Initial plans called for an overhaul of data to determine performance drivers so a could be implemented and a format for decision making created. Since that was executed, focus has changed to performance within specific channels.

Result

The Company has reduced its operating burn and risk significantly while keeping the same level of EBITA and experiencing some of the best revenue years on record. In addition, culture, communication and decision making have been improved which has allowed the Company to begin entry into new markets with a new business model.

360: Key Metrics / KPIs

Financial:	Revenue, Expenses, Pricing, Channels, Channel Performance, Risk Rate, Profit Rate
Client Facing:	Direct Sales, Distribution Performance, Fulfillment Rate, Fault Rate
Internal:	Sourcing, Pricing, Variance
People/Team:	Organization Health, Communication, Culture, Accountability, Motivation, Rewards, HR Process
Infrastructure:	Front End System, Back End System, Marketing Results, Sales Results, Reporting