

# client story THE YURCONIC AGENCY



snapshot

## Results after 24 months:

**Growth in Revenue: 31%**

**Growth in Gross Profit: 31%**

**ROI with Compass Point: 19**

### Outcome:

- Owner is able to travel with family for extended periods of time and the business runs smoothly: **Priceless**



FOR MORE RESULTS CLICK HERE:

[www.compasspt.com/client-stories](http://www.compasspt.com/client-stories)

### Business Challenge:

Even with success, an owner can hit a plateau. The "Hub & Spoke" model was in full force preventing the company from scaling up (aka the owner was making too many daily decisions). The business was also missing key drivers like a strategic plan, the right people in senior positions, leadership development, a plan for recruiting sales talent and a next generation succession plan. The bottom line was stalled because the owner was spread thin running the business while also working to navigate an ever changing industry with complex regulations. Owner recognized he needed an outside perspective to build a business that could run without him.

### Owner Challenge:

- Owner not having enough time to focus on the big impact opportunities
- Too many decisions were making it all the way to the owner that should be handled by others on his team
- Key employee retirements

### What Owner Wanted:

- Someone else managing HR
- Business processes in place to reduce errors and improve efficiencies
- Business growth
- More time with his family without worrying about the business

### Results of our Six Pillars of your Family Business™ Framework:

- Reorganized the leadership team – removed some, added others
- Developed a strategic plan and a meeting rhythm to review results, troubleshoot, and decide next steps
- Hired a COO
- Hire new Controller to replace retiring CFO
- Restructured the business units to reflect current needs of the market
- Implemented a management/leadership training program
- Re-branded the business to better position the company as a team vs an owner
- Hired strong leaders in two of the business units to drive results
- Implemented an annual company-wide meeting that united the team and provided clarity and direction
- Improved sales talent
- Maintained revenue and profitability in a business unit that lost nearly 50% of its income due to a regulatory change through new business and business model innovation

Build a business that can run without you.

Let's discuss how Compass Point can help you do just that.  
[Click to setup a call](#) or [scan this QR Code to learn more.](#)



## SIX PILLARS OF YOUR FAMILY BUSINESS



### BUSINESS STRATEGY

- Planning for Agile Growth
- Core Values
- Rhythm & Benchmarking
- Value Acceleration



### GROWING LEADERS

- Who Then What
- Key Executive Development
- Team Alignment
- Company Culture



### TRANSITION

- Next Generation
- 8 Options of Transition
- Legacy Planning



### FAMILY DYNAMICS

- Prepare for the 5Ds
- 3 Circles Business System
- Family Handbook



### FINANCIAL GAP

- Financial Modeling for Owner
- Harvesting Income Now
- Lifestyle Expectations
- Manage Risk



### NEXT CHAPTER

- Define Your Vision
- Transition to vs Leaving from
- What's Your Runway

Successful Businesses. Aligned Ownership. Stronger Families.

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