

CEO - Branding Firm

IN BUSINESS 7 YEARS SAN DIEGO, CA.

GOAL - SHUT DOWN OR FILE BANKRUPTCY

MISSION CRITICAL ISSUE;

CEO deciding to shut the company down or file bankruptcy

CURRENT SITUATION;

- CEO built company from scratch to pre MIND DUMP revenue of \$125,000
- 1 part time office assistant
- 6 independent contractors
- In small shared office

SOLUTION;

MIND DUMP rapid prototyping white boarding sessions to discover and work out key problems

RECOMMENDATIONS;

- Advised CEO to grow the company and not shut down
- Discovered the company had a sustainable competitive advantage
- CEO was not trained in how to successfully lead a company
- Mentor CEO how to lead, identify leadership philosophy, style
- Mentor CEO how to use word tracks to get results and retain employees
- Mentor CEO to manage and communicate to different personality types
- Identify culture - hire to it
- Mentor CEO to understand Management, operations, finance, controls and marketing
- Mentor to hire "A" players

OUTCOME;

600% increase in revenue in the first year

On track to exceed seven figure revenues

Moved company into 3,000 square foot facility

Hired four full time employees