

WIDE Insights Case Study

\$5M Growth in 90 Days



CHALLENGE

A sales team of ten, including three neurodivergent employees, was **struggling with inefficiencies in workflow, executive function challenges, and inconsistent sales performance**. The company brought us in to optimize team productivity and increase sales while improving workplace morale.

SOLUTION

- **Strengths Assessment:** Measured individual and collective strengths to assign tasks more effectively.
- **Dedicated Team Assistant:** Hired a team assistant to handle transcriptions, follow-ups, accountability, and motivation.
- **Time Staggering:** Adjusted work schedules to align with when each salesperson was most productive.
- **Sensory-Friendly Workspaces:** mental health room, allowed headphones in the office to minimize auditory distractions, turned off overhead fluorescent lighting and allowed each team member to choose their own desk lighting at no cost to the company.

RESULTS

- **Sales increased by \$5 million in less than 90 days**
- The team's overall **efficiency and collaboration improved significantly**
- Neurodivergent employees reported a dramatic reduction in stress and sensory overload, **improving their engagement and contribution**
- The assistant's role in tracking reports, follow-ups, and team accountability removed bottlenecks, **freeing up salespeople to focus on closing deals** instead of administrative work
- **Employee satisfaction improved**

ABOUT

Strategic Partnership between Next Conversation Consulting and Dr. Jessica Hicksted

Next Conversation Consulting is an award-winning, global management consulting firm with a proven track-record of building cultures where employees love to work. NCC takes a holistic approach to talent management to ensure that organizations implement strategies that are simple, scalable and sustainable - the right-sized solution at the right time.

Dr. Jessica Hicksted is a resilient and innovative AuDhd woman who pursues social progress to dismantle barriers and foster inclusive environments where every individual can thrive.