



**CONFIDENT
DECISION
MAKING**



**INCREASED
CAPACITY**



**COMPETITIVE
ADVANTAGE**



CASE STUDY: HIGH GROWTH

Enabled a light assembly and industrial company to achieve healthy growth amidst leadership change.

AT A GLANCE

Challenges

- Workload overwhelming
- Strategic advantage unclear
- Uncertainty with divergent growth options

Impact

- Increased capacity
- Focused competitive advantage
- Confident decision making

THE PROBLEM: HYPER GROWTH

Client was experiencing strong sales and a significant leadership change. The new owner was overwhelmed with workload, unable to select from many divergent growth options, and unclear of strategic advantage. The organization also faced production and inventory challenges in response to growth.

SOLUTIONS: FOCUSED STRATEGY

Focused Strategy

Created company purpose and values, identified the competitive advantage, organized and prioritized work streams, scoped areas of unknown.

Business Analysis

Examined internal data to inform decision making on critical and urgent business issues. Aligned data with strategy.

Market Analysis

Conducted research and analysis on growth markets aligned with business purpose.

IMPACT: HEALTHY GROWTH

More Capacity

Allowed owner to focus on what was important and drop what wasn't.

Healthy Growth

Branding and new growth reinforced competitive advantage leading to new growth without stretching organizational capacity, no new hires during evaluation period.

Confidence

Ability to manage fast-growing business with confidence in decision making.



MindSalt's number one lesson to us has been to focus on who we are. That has been a constant in our efforts to create an incredibly connected customer base while differentiating ourselves from our competition.

-CEO