

A Case Study in Result-Oriented Business Planning – Adrienne Cregar Jandler, Atlantic Webworks

The Challenge: Atlantic Webworks is a local Web development firm, founded approximately ten years ago by President Adrienne Cregar Jandler. In her drive to further grow the company and differentiate it in a crowded, competitive market, she sought assistance from The Lattitude Group four years ago to:

- Increase profit and revenue.
- Prepare infrastructure, staff and resources for growth.
- Increase proportion of larger clients and projects.
- Evaluate product and service offerings.
- Balance her professional and personal lives.

The Plan: Adrienne underwent a three-month Strategic Thinking and Business Planning process with The Lattitude Group, and then continued with ongoing business coaching. The plan helped to:

- Establish firm but flexible business objectives.
- Set high but attainable revenue and sales goals.
- Schedule a staffing-up process that outlined requirements.
- Outline a larger investment in marketing and public relations support.
- Measure progress on a timeline that suited Adrienne's working style.

The Results: As a four-year client of The Lattitude Group, Adrienne has seen many changes come to her business and personal life. She has invested time and energy into achieving her goals, and has continued to meet with The Lattitude Group for annual business plan refreshes and problem-solving, inspiration and accountability through continual business coaching:

- Revenues doubled year over year.
- Profits increased year over year.
- Consistently increased average size of clients and projects
- Brought design, programming, maintenance and support in-house – a full team of dedicated professionals to serve clients' needs.
- Instituted an active sales program.
- Purchased a business vehicle.
- Initiated 12-month public relations campaign.
- Set a new work schedule for Adrienne with fewer hours at the office.

The process Adrienne and The Lattitude Group followed is one that can be customized for each individual and type of business. Contact The Lattitude Group today to find out how your business can attain the results it needs through a strategic thinking and business planning process.

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