

## **A Case Study in Result-Oriented Business Planning – Justo Nunez, Leapfrog Marketing**

**The Challenge:** Leapfrog Marketing was greatly impacted by September 11th – marketing budgets were the first to be cut in many of the firm’s customer base. While owner Justo Nunez was able to keep the company afloat, he quickly encountered an earnings ceiling and issues with employee morale. When he approached The Lattitude Group, his primary challenges were:

- Shrinking profit margins.
- A consolidating client base which led to fewer opportunities.
- A need to build trust and positive attitudes among his team.
- A lack of a focused business development process and an integrated marketing campaign.

**The Plan:** Justo’s work with The Lattitude Group focused on moving Leapfrog Marketing from its current reality to a higher level, as envisioned by Justo. The goals set to meet the vision included:

- Developing a cohesive plan for the business.
- Attracting a more diverse client base in terms of geography and industry.
- Growing sales by 100 percent within three years.
- Adding new services to Leapfrog’s offerings.
- Strengthening alliances with outside vendors.
- Cultivating an enthusiastic team.

**The Results:** With The Lattitude Group’s guidance, Justo was able to rejuvenate his business through detailed planning and execution. Results included:

- Reworking the Leapfrog culture and team to encourage a positive outlook and personal investment in the company.
- Creating and communicating the business plan to the staff and their role in it.
- Gaining larger clients in new market segments and industries.
- A greater focus on business development.

The process Justo 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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