

A Case Study in Result-Oriented Business Planning – Tamara McLendon, Lēde Public Relations

The Challenge: Tamara McLendon had been a freelance public relations consultant for just over nine months, and her client roster had quickly outgrown her initial infrastructure. But there was a larger challenge on the home front – a newborn infant. With now three children and a business that was quickly encroaching on her personal time, it was time to take a hard look at the future. Tamara came to The Lattitude Group seeking assistance with:

- Deciding on a course of action for the future – growth or stabilization.
- Establishing an appropriate business structure.
- Addressing throughput and capacity issues.
- Taking advantage of new business opportunities.
- Leveling the playing field with large PR agencies.
- Increasing revenue and profit to support business and personal goals.
- Managing time to allow more time with family.

The Plan: The Lattitude Group worked with Tamara to examine her options, set future goals, assess current resources and infrastructure, and achieve those goals through a detailed plan of action:

- Become a “business owner,” not a “freelancer.”
- Set 12-month revenue goals (higher than ever envisioned), with necessary sales activities.
- Implement new rate structure in line with market pricing.
- Staff up with additional freelancers and employees to free up time for vacations and family activities.
- Create new service packages.
- Upgrade office space and equipment for productivity.

The Results: Tamara quickly began to see the impact of the planning phase. She felt confident in her decision-making and forged ahead to implementation.

- Becoming known in business community as “agency,” not “freelancer.”
- Increasing opportunities to work with larger clients.
- On track to meet, or even exceed, revenue goals.
- 75 percent of clients now billed at new hourly rate.
- Part-time employee and additional freelancers brought on board.
- Upgrades to office and equipment are in progress.

The process Tamara 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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