

CASE STUDY



Knected - Simplify Your Lead Flow

AT A GLANCE

Knected helps businesses generate more leads through LinkedIn and follow up with those leads. LinkedIn is the key social platform for professionals looking to grow their relationships. Knected uses software as a service to provide their customers with tools to harness the opportunities at their fingertips.



INDUSTRY

SaaS, Marketing,
Social Networking,
B2B Lead Generation

THE CHALLENGE

Knected realized that without a coach they would have a hard time scaling up. Their executives had experience with marketing and owning businesses, but they had never worked with a large company. Growing pains often accompany team management on a large scale. Besides this, Knected had another challenge: they weren't prioritizing tracking numbers, so they didn't have a good idea of their progress. They needed The Coaching Authority to help with both keeping track of their numbers and training up leaders to advance with the company in order to maintain their growth arc.

THE SCOPE

The coach met with the executive team for annual and quarterly strategic thinking and execution planning sessions. They completed the "7 Attributes of Agile Growth" organizational assessment and DISC/Driver behavioral profiles. The coach also facilitated monthly executive coaching sessions with Sr. Executives, VPs, Directors, and emerging leaders.

SOLUTION MILESTONES

- Develop a written leadership team learning and development plan
- Clearly define 3-5 company priorities each quarter & ensure alignment
- Learn specific behaviors aimed at enhancing short-term or long-term performance
- Implement a management system for goal setting & peer to peer accountability
- Challenge underlying beliefs, invite more fundamental changes

"Pat helped me let go & provide guidance without doing all the work. Now I'm able to leverage my team effectively."

Brandon Poplstein - COO, Knected

RESULTS/OUTCOMES

- Revenue up 43% on the year, which equates to about a million and a half in profits
- 6 key leaders advanced to new positions in the last 8 months



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