

CASE STUDY

Company:

Lexia Learning

Customer Since:

2005

CEO:

Nick Gaedhe

The Business:

Creates software to improve children's ability to read.

A Few Days of Support and Some Simple Tools Allow the Team to Work Independently and Effectively Together Throughout the Year

The Challenges

1. New CEO, new team.
2. Shift in focus from growth to disciplined profitability
3. No planning process to help the team focus and measure results
4. Short budget

What Happened?

Nick Gaedhe took on a new challenge, CEO of Lexia Learning. Great product, good people, poor results. His mission was to return the company to profitability and focus his team to improving company performance. Having worked with Melissa at a prior position, he knew the benefits of implementing some of her tools and knew she could adapt the scope to meet his needs.

"The work we accomplish with her guidance would take us five times longer with someone else. In our strategic planning process she provided exceptional skills as a facilitator, but also contributed immensely as a general business consultant."

- Nick Gaedhe, CEO, Lexia Learning

Melissa and Nick worked together to on a minimal budget to kick off a strategic planning process at Lexia. As a result, the Lexia management team has focused goals, clear measures, and a governance process that keeps them on track.

"Some would believe that a business consultant must have deep knowledge of the specific industry. Her breadth of experience and knowledge consistently brings us above the day to day and allows us to work "on the business" rather than "in the business".

- Nick Gaedhe, CEO, Lexia Learning

Because of their relationship (Melissa began working with Nick in 2002) they were able to keep to a minimum budget while yielding high impact results. Nick continues to use the tools throughout the year, calling Melissa for support when he needs it. They plan to work together annual and increase the scope of work as Lexia continues to prosper.

The Results

1. A return to profitability.
2. On budget for forecasted growth.
3. A happy, well-functioning team.

"By guiding us to articulate our most important success measures, she has helped my team understand the importance of clear, quantitative metrics, having given us the tools to stay on track throughout the year."

- Nick Gaedhe, CEO, Lexia Learning