

Strategic Growth System Produces Measurable Results



CUSTOMER OBJECTIVES

Kinco is an innovative company that practices both the LEAN principles and the Scaling Up approach. Travis Kindler, the CEO, decided to take on the challenge of self-facilitating their strategic growth program. This resulted in a period of stagnation where they ultimately experienced no growth. After some reflection, he realized that he could not both participate in and lead the facilitation at the same time. He needed help.

While attending a **ScaleUp Summit**, Kindler received a referral to Dale Meador of Finanza Growth System, a certified Scaling Up coach. He met with Dale and was quickly impressed with his knowledge and enthusiasm. He says "I hired him on the spot and haven't looked back since." Dale brought a new set of eyes to the process and asked clarifying questions that helped them to get specific on their goals and vision.



Headquarters
18792 NE Portal Way, Portland, OR
USA

Implementation Timeline
24 Months

Company Information
Privately Held | 11-50 Employees

Challenges

- Cultural Divide
- Top Down Implementation
- Disengaged Workforce
- Lack of Growth

Benefits

- Cultural Shift
- Increase in Employee Engagement & Morale
- Reduced Turnover
- Increased Profitability
- Increased Revenue
- Strategic Buy In Company Wide

SOLUTION

One of the first key hurdles that Dale identified was in the corporate culture, which Kindler described as “Management vs the World”. All of the company decisions and protocols were implemented from the top down and the CEO felt as though he carried the weight of the entire company on his shoulders. This divide was addressed in a couple of ways. First there was a mental transition on the part of the senior team to shift from managing to leading. The second was to invite the whole company into the strategic process.

Dale introduced the team to the principals of open book management based on the Great Game of Business methodology. After he brought in a trainer for a one day financial literacy program for the entire staff, the results were staggering.

“Within two years, Dale’s coaching and guidance led us to an increase in employee engagement of **19.7%** and morale of **58.3%**, revenue has increased by **25.6%**, and net profitability is up **104.3%**. We are well on our way to a record year.”

TRAVIS KINDLER
CEO & VISIONARY
KINCO GLOVE COMPANY

RESULTS

“We have been working with Dale for about 2 years now. We went from a period of stagnation to rapid growth. **Our employee engagement is up 19.7% and morale are up 58.3%** and we are well on our way to a record year. We have a reduction in turnover. Our company is now a true team where each person is in control of their own destiny and is a valued part of the conversation. **As a result, we have a 25.6% increase in revenue and net profitability is up by 104.3%.**”

Kindler says that part of their success is due to Dale’s compassion, his meticulous attention to detail, and his willingness to challenge them. Dale implemented a working rhythm that helps Kinco stay on track and on vision. “We know that Dale is in this with us for the long haul and that he will always do what’s right for us.”



DALE MEADOR
CERTIFIED SCALING UP COACH

