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# SERVING PROFITS IN PARADISE

## Accelerating Business Growth by Engaging Employees

Growth & Profitability

Employee Engagement

### ⚠ Problem

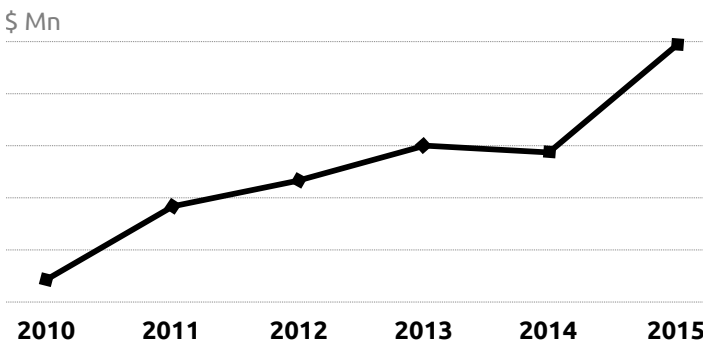
Gourmet Events is a Hawaii based event management company that handles corporate events, hospitality staffing and weddings. After a decade of founder-led growth, its growth started slowing in 2011, and revenues fell in 2014 and the first quarter of 2015. At this stage, the CEO approached Guild to help revive growth without near-term hiring of sales professionals.

### 💡 Solution

Guild facilitated Client's engagement with Bill Fotsch, the Founding Coach of the Great Game of Business and a leading practitioner of Open-Book Management.

We helped the Client identify the company's Critical Number for driving growth, and establish its relation to the Net Profit. We also created a team bonus pool linked to the Critical Number, and educated the staff on the financial drivers of the company. On a weekly basis, we forecast the Critical Number and the resultant bonus pool.

### ✅ Result



- Individual employees understand their role in driving company performance
- Quarterly bonus program encourages employees to take greater ownership
- In 2015, client experienced a 50.8% growth in revenue. Most of the growth was in recurring revenue from corporate clients
- Total cost of the project was 2% of the YOY growth in revenue