

client story EIGHT OAKS DISTILLERY



Business Challenge: *The Self Talk is REAL.*

As a first-time business owner, there is a real need to be hyper focused on the day-to-day operations. It's all-consuming to get your start-up running and moving in the right direction. That's why 2 out of 10 new businesses fail within the first year*.

Three years in, this owner finally had enough traction to breathe and take a more holistic look at the business. As an Army veteran, he understood the power of leadership training and was acutely aware of the concept of working ON the business versus working IN the business. He saw the opportunity to invest in his people – where the average age was 28 – as the path to grow the business.

Working lean with a select team, it is common to slip into a self-narrative of how things are going, what is important, and what is a priority. This owner wondered if his young business was missing opportunities for improvement because they were all "IN" the business. What would somebody from the outside be able to see and very quickly identify as an area for improvement with long-term impact?

Owner's Challenge:

- How to help a young team successfully step into leadership roles
- How to shift from working IN to working ON the business
- How to holistically embed company values into its culture

What the Owner Wanted:

- Trust as a bond for his team
- Effective communication to drive efficiency
- A team unconcerned about WHO is right, but rather doing WHAT is right

Results of our Six Pillars of your Family Business™ Framework:

- Facilitated team relationships just as much as it facilitated communication
- Established a common language, common understanding, a common field of play for the team
- Created the ability to have crucial conversations to focus on doing WHAT's right, rather than focus on WHO's right
- Used Myers Briggs anagrams in Slack to remind team of each other's individual communication and learning preferences
- Increased efficiency and efficacy of the team in daily operations – 80% of gain from 20% of effort
- Improved self-awareness and communication skills created a ripple effect in the team's personal lives outside of the business
- While typically an in-person program, all of this was achieved virtually via Zoom during COVID

*Bureau of Labor

snapshot

Results after 10 months:

A highly unified team able to have the crucial conversations needed to grow the company to the next level.

“The fundamental requirement in any team endeavor is trust.”

- Chad Butters, Owner, Eight Oaks Distillery



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SIX PILLARS OF YOUR FAMILY BUSINESS



BUSINESS STRATEGY

- Planning for Agile Growth
- Core Values
- Rhythm & Benchmarking
- Value Acceleration



GROWING LEADERS

- Who Then What
- Key Executive Development
- Team Alignment
- Company Culture



TRANSITION

- Next Generation
- 8 Options of Transition
- Legacy Planning



FAMILY DYNAMICS

- Prepare for the 5Ds
- 3 Circles Business System
- Family Handbook



FINANCIAL GAP

- Financial Modeling for Owner
- Harvesting Income Now
- Lifestyle Expectations
- Manage Risk



NEXT CHAPTER

- Define Your Vision
- Transition to vs Leaving from
- What's Your Runway

Successful Businesses. Aligned Ownership. Stronger Families.

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