

client story DONOVAN ADVERTISING



Former CEO Bill Donovan and current CEO Ryan Donovan of Donovan Advertising with Family Business Consultant Lizette Dubacher, Compass Point

snapshot

Results after 28 months:

- Successful transition of leadership (CEO) and ownership to G2 (to Ryan, Bill's son)
- Net profitability tripled (2021 vs 2023) against flat revenue
- Closed several new business deals and currently a strong pipeline
- Retained family ownership of the company – priceless



FOR MORE RESULTS CLICK HERE:

www.compasspt.com/client-stories

Business Challenge: Recover from pandemic hit and plan for transition

After almost 40 years at the helm, Donovan Advertising founder and CEO Bill Donovan was ready to step down and pass the torch. The Lititz-based family business owner was examining the company's valuation and sale/merger options when COVID threw a monkey wrench into his plans. Yet this change in circumstances provided a new opportunity, a solution just several offices down the hall.

Ryan Donovan, Bill's son and a longtime agency employee, stepped up with a new transition proposal: "What about me?" Ryan had already assumed more general management roles, expanding his responsibilities to become the firm's Chief Operating Officer and overseeing the entire staff. He believed he was poised to assume the leadership role, and his father agreed. With the transition/ownership scenario finally decided, Bill and Ryan Donovan brought Compass Point into the inner circle as their family business advisor and strategist.

Owner's Challenge:

- Evaluating the best options for the family company's sale and succession
- G1 transition of leadership with an exit path for owner
- Increase revenue and profitability during and after the transition

What the Owner Wanted:

- Scalable and profitable business
- A smooth transition of the business
- Strong leadership team and disciplined processes

Results with the Compass Point Six Pillars Family Business Framework:

- Company culture is solid (as proven by employee survey results)
- Leadership team is positive, happy, motivated
- Smooth ownership and leadership transition well underway and on-track
- Implemented a focused, goal-oriented approach to running and growing the business
- Expanded role and responsibility for middle management, filling in organizational gaps
- Retained family ownership of the company



Build a business that can run without you.

Let's discuss how Compass Point can help you do just that. [Click to setup a call](#) or [scan this QR Code to learn more.](#)



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.

610.336.0514

www.compasspt.com