

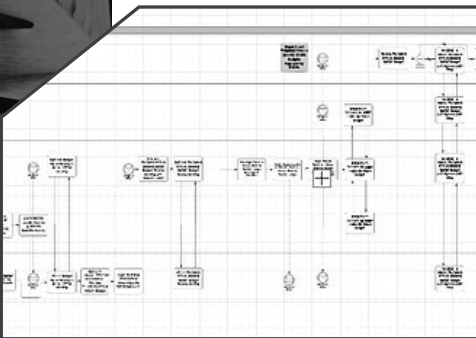
# The Problem

Market Enginuity is a \$50 million company and has been around for over 20 years.

**The biggest problem that Market Enginuity experienced was that they grew so fast that they started to lose both sales and high performing team members, and their culture suffered as a result.**

They hired Hilary Corna to completely overhaul their main system of revenue management which was causing their processes to breakdown during growth.

The processes were broken but they were following them so rigidly for the sake of reporting that the numbers were no longer accurate.



**BEFORE**



# How Market Enginuity Used Process To Stay True To Their Brand Promise

CLIENT CASE STUDY



# The Solution

After Market Enginuity and Hilary went through the systems that needed work, Hilary formulated a plan, specific to their business to assist with delivering on their brand promise to their customers.

**Ever since working with Hilary, the team morale has gone up, everyone feels organized, and confident in the data, plus they have time back in their schedule.**



After standardizing the Revenue Performance Management System's Goods & Information Flow, MKE was able to increase the performance of their teams and the results of the organization, helping them to continue to stay known as a market leader in their industry.

After working with Hilary, their revenue performance management system made solving problems faster while seeing real fast results.

**AFTER**

# The Results



Even after 20 years in business, Jim Taszarek knew there was a problem. With Hilary's help, he was able to dissect and formulate a strategy that became the new company standard.

**"We were known for our strong core processes but with significant growth we outgrew them. Hilary helped us find our way back to strong processes that drive revenue for our customers. We are no longer reacting to change, we're leading change."**

**– JIM TASZAREK,  
CEO of Market Engineuity**

**HILARY  
CORNA**



# Want to scale and process is holding you back?

Email us here:

[team@hilarycorna.com](mailto:team@hilarycorna.com)





# Hi, I'm Hilary

I get it. If one more person tells you to optimize and design for efficiency you might blow a fuse. The truth is most organizations don't need Six Sigma or Lean. Most approaches for process are designed for large scale manufacturing and don't meet the needs of your service based business.

I'm here to help. I believe that process can be simple, fun and get you to the next level of growth. Which is why I developed a process methodology named **The Human Way™** to help companies finally do process right.

Learn more at

[www.hilarycorna.com](http://www.hilarycorna.com)



**HILARY  
CORNA**