

# The Problem

Did you know that podcast listeners have grown 29.5% in the last 3 years?

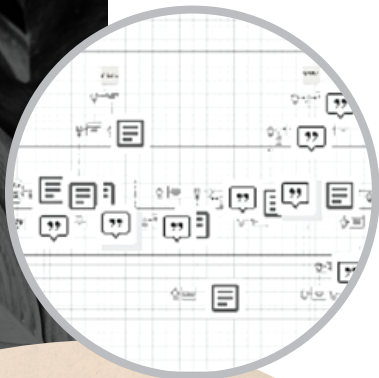
Each week, more and more people listen to podcasts than have Netflix accounts, with 80 million Americans becoming weekly podcast listeners, hinting at the start of a shift from video to audio media.

(\*Podcast statistics for 2021 - Charts and Data)

**With the popularity of podcasts growing over the last few years, Soundrise knew that a shift in their processes needed to happen in order for them to be successful in this ever-growing industry.**

Soundrise is an outsourced sales company for podcast advertisements. Their problems started because they were insecure about their processes and afraid to sell to new networks. As a result, they had a huge risk which was they only had one client that accounted for 100% of their revenue.

**BEFORE**



# How Soundrise Used Processes To Maximize Revenue And Build Confidence Within Their Team

CLIENT  
CASE STUDY





# The Solution

With all of their focus on one client, Soundrise lost a few of its biggest shows which accounted for almost 10% of the overall revenue for advertising.

They knew that the risks were there, and they wanted to sell to more networks, but they had so many problems that they didn't know where to start. Their CEO was being brought into the day-to-day issues with clients and he didn't have confidence in the processes.

Within four months, Hilary was able to identify the highest problem areas.

**The teams established themes and built consistency in the processes that allowed them to increase their capacity to do more work and improve overall quality.**

The CEO felt more confident in the processes in order to sell to other networks. Now Soundrise is on track to sell another network and multiple networks after that within 2023, which would increase their revenue by 200%+.

AFTER



# The Results



"Our business grew very quickly in the past few years, and some of our processes did not keep up. Hilary helped us narrow in on a path for sustainable improvement involving our team in a way that led to improvement in process and an even better experience for our employees and customers. I have confidence in our ability to scale and fulfill our brand promise for more customers."

– HARRY CLARK,  
CEO of Soundrise

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**