

The Problem

Truss is a company specializing in custom software development for federal contracts. These contracts are known for their higher value but longer sales cycles, which means that there is more at stake for Truss.

The company has to invest a lot upfront to close a deal, and then it needs to deliver consistently for a long time to get the next deal.

When Truss found Hilary, the company already had a great reputation for its product through word of mouth, but this reputation was at risk because they were falling short operationally.

Departments were operating in silos, which created conflicts and made it difficult to improve client lifecycles. The sales process was out of touch with practitioners, and deals were not being closed. People did not understand the problems or challenges that people in other parts of the organization were experiencing and how these problems impacted the entire organization.

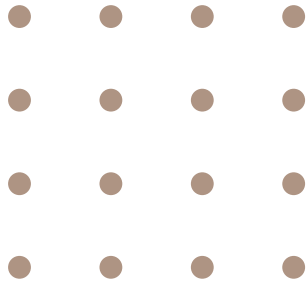
Moreover, the founders remained too involved in multi-department decisions. This stifled people and made them unsure of what they could and could not do. Their processes were being jeopardized. If they wanted to add more clients and close bigger deals, they needed to streamline their operations.

BEFORE

'TRUSS'

How Truss Utilized Process to Eliminate Silos, Streamline Operations, & Secure Larger Deals

CLIENT
CASE STUDY



The Solution

Hilary provided a more structured and comprehensive way of solving process problems than any method Truss had tried in the past. It was the first time the company paid attention to its client's lifecycle from a holistic perspective.



In six months, the company was able to address 33% of the problems it originally identified, implement 39 countermeasures across the organization, and improve 54% of its entire workflow, impacting 11 of its processes.

Now the company has a very clear idea of touchpoints, shared processes, clear communication, and expectations across the various teams as opportunities move between sales and delivery. They were able to close one of their record-breaking deals and reduce the lead time of their sales cycle.



AFTER

The Results



"We are seeing a better understanding from each department of how every department functions and how they need to collaborate to support each other.

In the coming years, I imagine that we will continue iterating on processes, doing better working assistant jobs, and delivering value to our clients.
"

– Jen Leech,
Founder & COO, Truss

HILARY
CORNA



Want to scale and process is holding you back?

Email us here:

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



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