



FOX & CROW GROUP

GROWTH & ALIGNMENT CASE STUDY

WAA retains Fox & Crow to assist with preparing the company for rsteady, sustainable growth.

CHALLENGES

- Revenue Growth
- Strategic Vision & Focus
- Marketing Strategy

STRATOP MANAGEMENT SYSTEM

Fox & Crow installed StratOp to assist with company vision & strategy

MARKETING STRATEGY

Fox & Crow created a target client profile utilized to base a go to market strategy around Business Owners.

TEAM ALIGNMENT

The WAA team was involved in creation of outputs, and gained natural alignment around a shared vision of the future.

OBJECTIVES

Washington Avenue Advisors built a book of business rapidly over a multi-year period, before hitting a wall. Sales and marketing became a focal point, while simultaneously acting as a significant challenge. The team agreed and recognized in addition to sales & marketing needs, they must tackle a myriad of strategic issues.

CLIENT FEEDBACK

“Action tailored specifically to us.”

“Tremendous value ... discovering the core factors that will drive our organization’s success”

“I’ve never experienced as much alignment with my partners as we have now”



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