

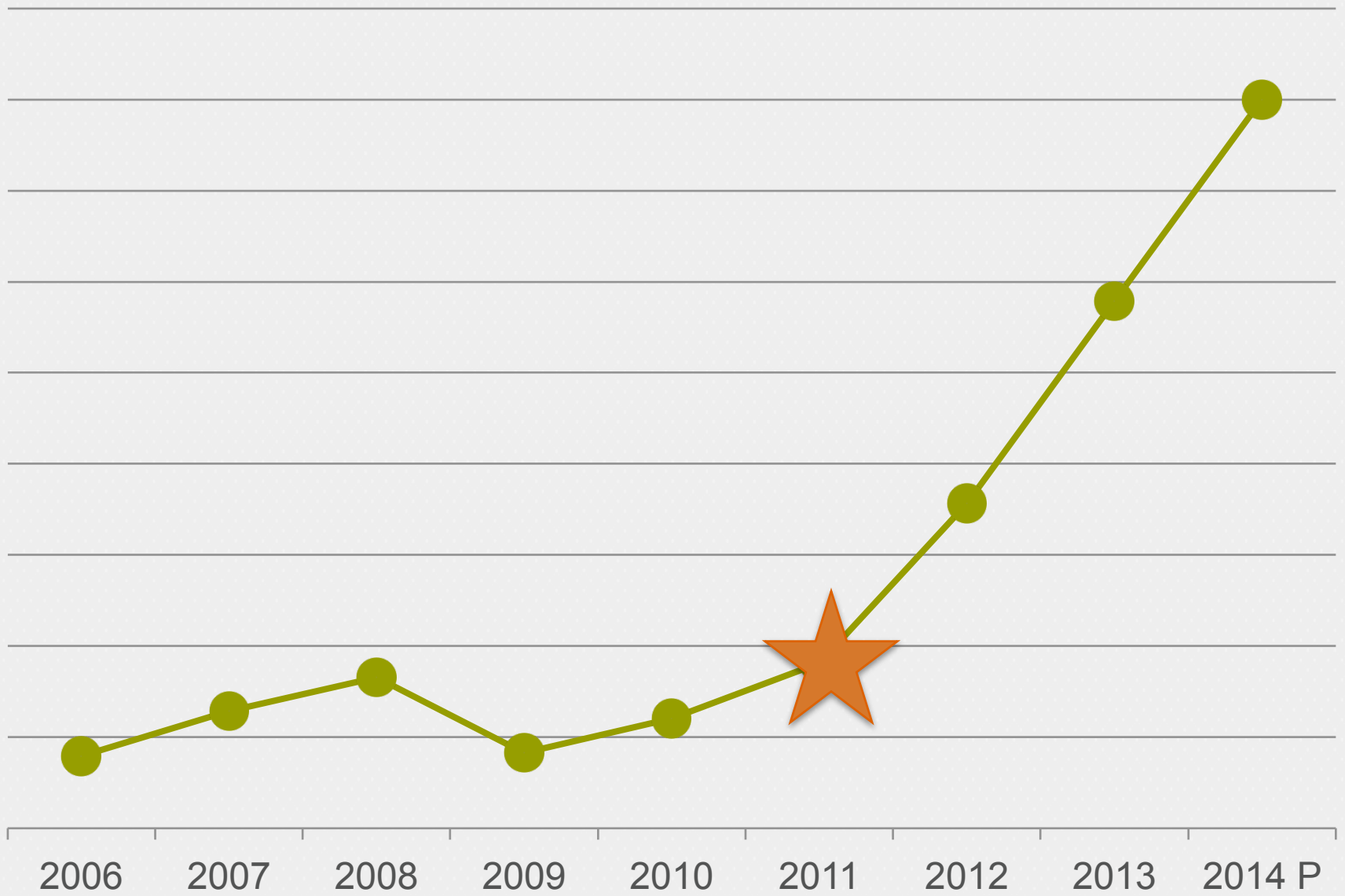


BIG WINS AND BATTLE SCARS

HOW TO PROFITABLY
BUILD A FAST-
GROWING AGENCY

Tiffany Sauder

President, Element Three
@TIFFANYSAUDER



Element Three Revenue | October 2011 HubSpot VAR



**THESE THINGS
WORKED**

ONLY SPEND
TIME WITH
PEOPLE WHO
CAN HELP OR
SPEND
MONEY WITH
YOU

BE
VULNERAB
LE AND
ASK
QUESTION

LEARN
HOW TO
SELL. THIS
IS NOT
OPTIONAL.

GET
EXTERNAL
PERSPECT
IVE. BUT
BE SMART

**THESE THINGS
DIDN'T WORK**

BE
INTENTION
AL ABOUT
CULTURE.
DON'T

DON'T
HANG ON
TOO LONG,
NOT
EVERYONE

DON'T BE
DRIVEN
BY FEAR

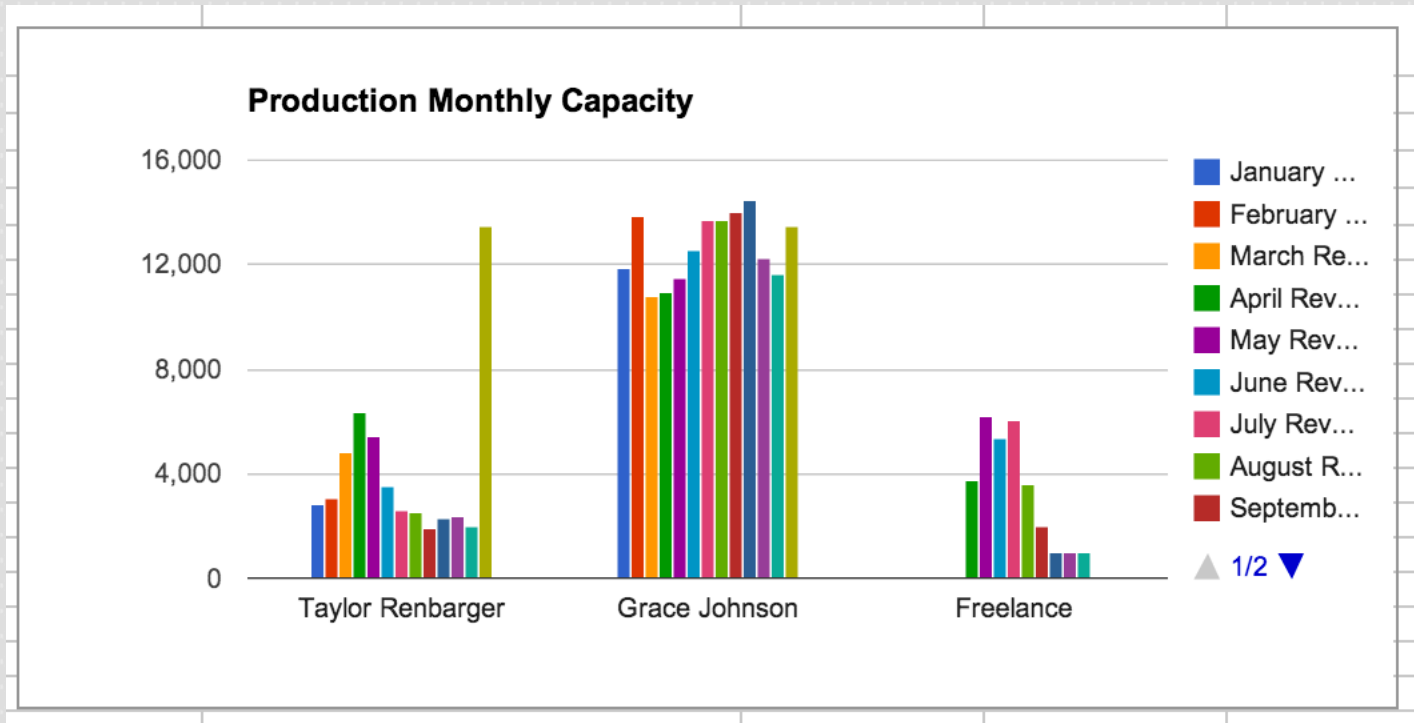
DON'T
TAKE
YOUR
FAMILY

PEOPLE

(WHEN, WHO & HOW MUCH)



WHEN TO HIRE





WHO TO HIRE

- Hiring moto: NO SUPRPRISES
- 80% of hires come from referrals
- Talk money early
- Interview for cultural fit
- Don't ignore your gut
- The best people are already employed
- 90 day review – fail fast
- LinkedIn



HOW MUCH TO PAY

# OF EMPLOYEES	SALARY RANGE
12	\$30,000-\$50,000
20	\$50,000-\$99,000
8	>\$100,000

Company pays 50% of the employee's health, vision and dental insurance, match up to 3% 401K and have an all company bonus pool where they can earn up to 6% of their salary. Cell phone reimbursement. Generous PTO policy.

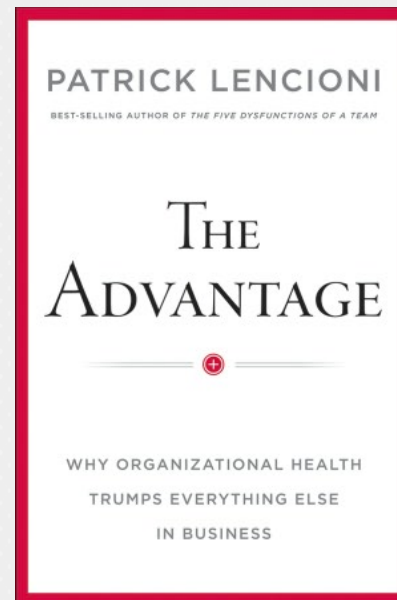
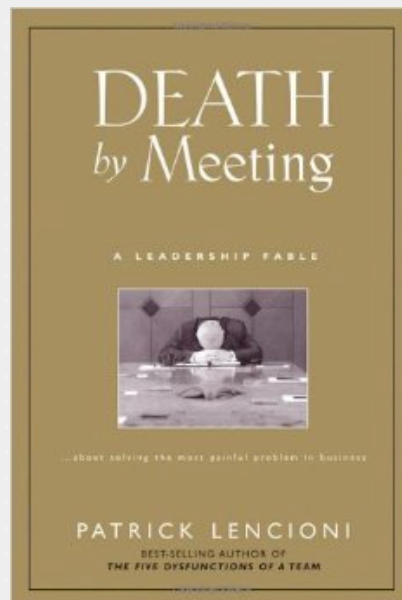
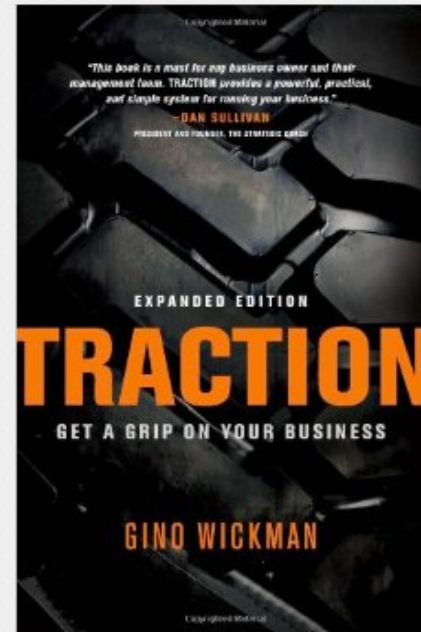
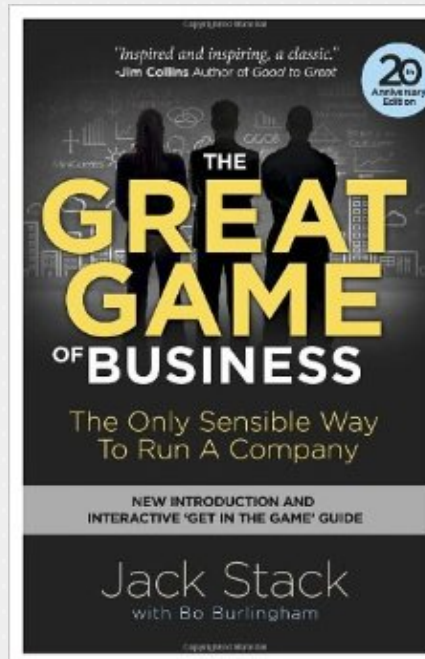
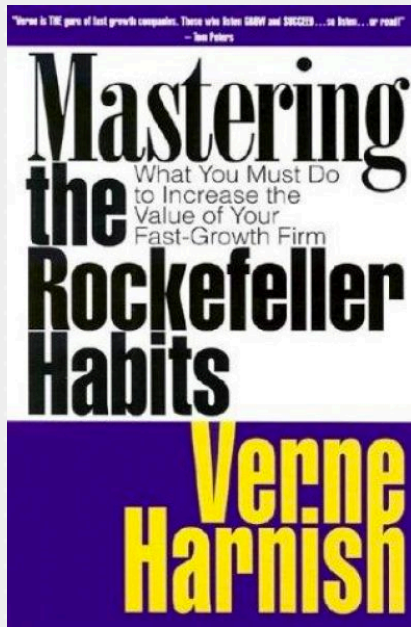


HOW MUCH EXPERIENCE

# OF EMPLOYEES	EXPERIENCE IN YRS
15	1-4 years
13	5-10 years
12	> 10 years

TOOLS WE USE TO RUN THE BUSINESS

(NONE OF THESE ARE ORIGINAL)



Element Three - 1 Page Strategic Plan 2014

Opportunities to exceed Plan

1
2
3
4
5

Threats to Making Plan

1
2
3
4

**The WHY
Core Values**

**The WHERE
Targets (3 years) Where**

**The HOW
Goals (1 year)**

**The WHAT
Goals (Qtr)**

**The WHO/WHEN
Your Accountability**

Metrics
Future Data
AGI
Net Income
AGI/ Emplo

Metrics
Year ending
AGI
Net Income
GoInbound #
AGI/Emp.
Client Growth (Net)
New Biz Closed (\$)
% proj. on budget

Metrics
Qtr. #
AGI
Net Income
GoInbound #
% proj. with budget in

1
2
3
4
5

Your priorities
Due

Aspirational Values

Sandbox

Critical Numbers

The Big To-Do's

1
2
3
4
5

Permission to Play Values

Key Capabilities: How do we dominate the Sand

3-Year priorities

Key Initiatives / Annual Priorities

Next Meeting date

1
2
3
4
5

1
2
3
4
5

1
2
3
4
5
6
7

1
2
3
4
5
6
7

March 26th

Purpose

KPI's/Smart Numbers

Theme

What is most important NOW?

Scoreboard - how to measure?

1
2
3
4
5
6
7
8

1
2
3
4
5
6
7
8

Deadline: April 1, 2014
Measurable Target/Critical #: AGI = \$
Theme Name:

1
2
3
4
5
6
7
8

Celebration/Reward

Brand Promise

Actions (to live our values and purpose) 1-

Scoreboard - how to measure?

Celebration/Reward

1
2
3
4

1
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1
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4

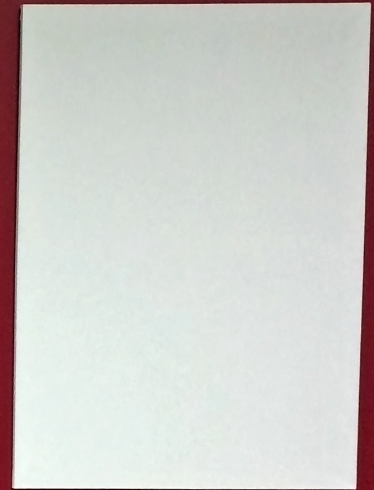
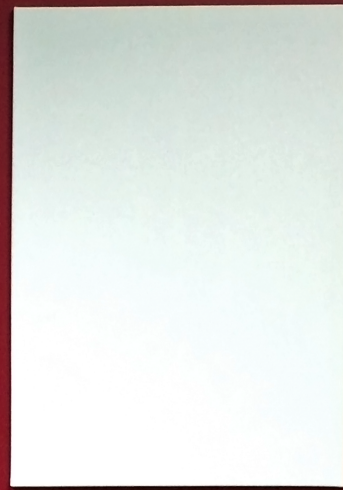
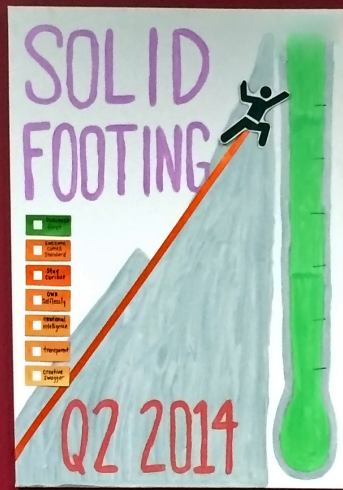
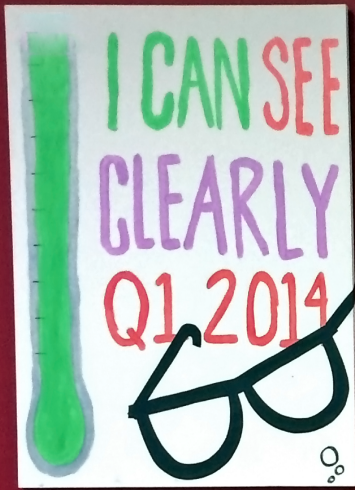
BHAG

1
2

1
2

1
2

1
2





COMMUNICATION CADENCE

- A. DAILY STAND-UPS
- B. WEEKLY DEPARTMENT MEETINGS & LEADERSHIP
- C. MONTHLY BUSINESS REVIEW MEETINGS
- D. QUARTERLY OFF-SITE

A: Awesome Comes Standard



B: Business First

E: Emotional Intelligence

S: Stay Curious

T: Transparent

C: Creative Swagger

O: Own Selflessly

LIVE THE VALUES



QUESTIONS?