



CASE | STUDY

OneAccord

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BACKGROUND

Management consulting is one of today's most competitive industries. Over the years, with expanding globalization, the emergence of innovative solutions and social media marketing, the landscape has become even more challenging for niche firms seeking to gain new market share. According to research, the key to surviving and increasing market share more than ever, requires organizations to have a laser focus, to drive with and for efficiency and to deliver creative solutions.

THE NEED

OneAccord is a management consulting firm, based in the Puget Sound area of Washington state, USA. The firm is focused on providing professional consulting services to mid-market companies and organizations, both for-profit and nonprofit. Their core competency is to build the value of their client companies by raising the trajectory of their client's year over year revenue growth and profitability. The organization has built a successful track record by using their unique approach to client engagements, working with clients to define strategic objectives, often architecting changes to the revenue engine, and usually taking operational roles to implement the changes. Recently, OneAccord identified three specific opportunities for their own organization:

1. Digital Marketing Services: Although the organization has been able to successfully respond to the one-off needs of clients by subcontracting with third-party talent, over time, it became apparent that the firm could benefit from bringing these capabilities in-house.
2. Business Acquisition: With the aging of the Baby Boomer generation, many small business owners are approaching retirement age and looking to sell their businesses. Recognizing that many of these small businesses have revenues that fall below the threshold of traditional private equity firms, OneAccord wanted to capitalize on the operational experience of their principal consultants, their knowledge of the market, and exposure to potential deal flow by starting and funding a business unit to purchase companies where appropriate.
3. Project Management Skills and Communications: Although customer satisfaction survey scores are very high, OneAccord recognized an opportunity to improve the experience of their customers by:
 - a. Further developing project management skills,
 - b. Differentiating OneAccord by communicating client progress more quickly and effectively.

THE SOLUTION

In 2015, OneAccord was introduced to adaQuest's TAD Think. Act. Deliver™ methodology and software and made the decision to incorporate it into their client engagements. First, they implemented it on their own company to:

- Drive a strategic planning process that would validate OneAccord's vision and mission,
- Identify strategic initiatives, an action plan, and the resources required to achieve their vision,
- Align their leadership team and execution resources around common goals,
- Further develop their project management capability,
- Provide a consistent and reliable platform for project execution, implementation progress tracking and communication.



THE RESULTS

adaQuest worked closely with OneAccord's Leadership Team and partners over a 6-month period to transform their organization by:

- Developing a clear strategy, validating the mission, values, principles, and vision.
- Identifying and prioritizing key strategic initiatives to make informed decisions based on data.
- Aligning the leadership team on the prioritization of key strategic initiatives and resource planning.
- Providing a software platform that allows for efficiency gains, transparency and hard data accessibility.
- Instituting best practices to enhance project management capability.

As a result of this relationship, OneAccord effectively clarified their core purpose identifying three key strategic themes and six key strategic initiatives. They minimized the risk of over-commitment, while launching two new business units – Click.works Digital Marketing and OneAccord Capital.

The consensus among OneAccord's management team is that the TAD process has been an extremely positive experience, has increased their confidence and focus, and they are realizing their strategic vision on schedule as planned.

According to OneAccord CEO, Jeff Rogers, "I don't believe we'd have been able to accomplish either (of the new business units) by now without TAD." Client feedback from OneAccord clients confirms that TAD has helped their companies achieve their objectives, while OneAccord principals are recognizing an increase in their ability to manage projects more effectively.

THE IMPACT

OneAccord's Principal Consultant and TAD Partner, John Kaminski, credits adaQuest's transformational TAD implementation with helping the firm generate real progress. "...TAD helped to create clarity of our goals and alignment of our management. It really helped to cut through the clutter of competing issues that can keep leaders from pulling together. We are now looking to use TAD with our clients to help us uncover areas where we can help them achieve their visions."



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