

## Maggie Henjum

Founder & CEO
Motion + Therapy Partners

CLIENT SUCCESS STORY

# Grew site locations 30% and *doubled revenue* in less than 6 months.

### SITUATION

After acquiring a managed service organization, Maggie doubled her operational footprint overnight. She had deep conviction in what she was building but no definition of success or long-term strategy to hold it together.

### APPROACH

- Facilitated strategic planning
- Refined culture and operating systems
- Designed annual strategic review protocol to guide business development

### OUTCOMES

- Strong, autonomous leadership team carries the mission forward day-to-day
- Culture preserved and strengthened during rapid growth
- Shifted from reactive operator to intentional CEO

### NUMBERS

- Doubled clinic revenue from $4M to $8M ARR in under 6 months
- 30% site expansion in under 6 months
- 3× total growth over next 3 years

> *"Ian's guidance through Still Point supported our growth, helped us scale, and kept us aligned with our mission. I truly love my job more than ever before because of their process."*
>
> — Maggie Henjum, Founder & CEO, Motion + Therapy Partners



# Kim Peterson

Founder & CEO
KPT Mortgage Advisors

MORTGAGE ADVISORS

CLIENT SUCCESS STORY

## Cut work hours in half while managing *$100M in annual revenue*.

### SITUATION

Kim led a team that was managing $100M in annual revenue and quietly burning out. At 80–90 hours per week, their well-oiled machine was filled with duplicated effort, blurred roles, and constant anxiety.

### APPROACH

- Mapped all operational tasks with clear owners and prioritization
- Restructured team calendars with clear time and task management
- Built delegation systems to move Kim from daily operator to informed owner

### OUTCOMES

- Created capacity to launch her state's first ever independent, woman-owned brokerage
- Eliminated duplicated effort and communication breakdown across the team
- Allowed Kim to open a second business with the additional time she had

### NUMBERS

- Went from $100M to $130M in volume in one year
- Reduced work hours from 80–90 to 40–45 per week
- KPT Advisors launched as an independent brokerage

> *"We were burning out working 80–90 hour weeks. The anxiety was constant. We were always working, always behind, always guilty. We broke that cycle and created a sustainable operating system that eliminated the chaos. Now we're working 40–45 hours a week and managing the same volume."*
>
> — Kim Peterson, Founder & CEO, KPT Mortgage Advisors

CLIENT SUCCESS STORY

# Unlocked a *second revenue stream* and grew profits without growing headcount.



## Angie Sherer

Founder & CEO
Angie Sherer Team

GAYMORTGAGE.COM
ALL INCLUSIVE LENDING

## SITUATION

Angie came to Still Point Insight working 50–70 hours a week. She had a high-performing team that was producing results but suffering from unclear roles and never-ending to-do lists.

## APPROACH

- Facilitated strategic advising with Angie and team
- Mapped all tasks with clear owners, backups, and prioritization
- Established SOPs, annual SOP reviews, and wellbeing practices

## OUTCOMES

- Restored space for strategic thinking and self-care
- Unlocked new revenue stream without adding headcount
- Established operating rhythms that eliminated rework and constant oversight

## NUMBERS

- Went from $50M to $70M in volume in one year
- #1 branch in the company for the first time ever in 2023 (and 2024)
- Reduced working hours from 50–70 per week to 40–45

> *"Still Point Insight transformed how we run our business. Before I was working 50–70 hour weeks, neglecting my wellbeing, and drowning in a never-ending to-do list. Now I have systems for clarity and focus and our growth is the proof."*
>
> — Angie Sherer, Founder & CEO, Angie Sherer Team



# Hayleigh McLellan

Senior Clinical Director
Inbound Health

Inbound Health

CLIENT SUCCESS STORY

## Reduced work hours *30%* while launching 2 new locations nationwide.

### SITUATION

Managing 50+ people across multiple states at a fast-growing healthcare startup, Hayleigh was navigating competing priorities. At 70+ hours a week, she was losing ground on her wellbeing and her team was too.

### APPROACH

- Identified and eliminated low-value work
- Built protected time structures that held up under startup pressure
- Established individual and team wellbeing practices for high performance

### OUTCOMES

- Restored time for family and life outside work
- Modeled the balance she expected of her team
- Leadership effectiveness and sense of purpose renewed

### NUMBERS

- Reduced work hours from 70 to 45 per week
- 2 new locations launched nationwide while working less
- Achieved highest patient enrollment in company history

> *"I was skeptical at how consultants without subject matter expertise could help, but that's exactly why it worked. Still Point asked different questions and saw what I couldn't. Now I'm working 45 hours a week and we just hit our highest patient enrollment since inception."*
>
> — Hayleigh McLellan, Senior Clinical Director, Inbound Health



# Paul Bradley

Founder & CEO
BradTech Solutions

CLIENT SUCCESS STORY

# Slashed customer onboarding time by *50%* while boosting customer LTV.

## SITUATION

After a decade growing his tech agency, Paul's client list was outpacing his organizational infrastructure. Services were fragmented, marketing was undefined, and onboarding was improvised for every client.

## APPROACH

- Clarified service offerings, brand positioning, and ideal client profile
- Built a sequential intake and onboarding process to streamline delivery
- Restructured service offerings to move clients from one-off projects to retainer-based

## OUTCOMES

- Mindset shift to help Paul move from operator to strategist
- Services and positioning clarified into a coherent business model
- Word-of-mouth referrals increased as delivery became faster and more organized

## NUMBERS

- Reduced customer onboarding timelines by 50%
- Project capacity doubled without adding headcount
- Client referrals increased by 30%

> *"Still Point delivers blue sky thinking with boots on the ground clarity. The result is we cut customer onboarding timelines in half, I've doubled my agency's capacity, and we've streamlined our service delivery model. The work we did together didn't just improve processes, it changed my mindset."*
>
> — Paul Bradley, Founder & CEO, BradTech Solutions



# Tyler Sit

Founding Pastor
New City Church + NE United Methodist

CLIENT SUCCESS STORY

## Built the organizational infrastructure to *scale a mission* and lead it into its next chapter.

### SITUATION

Tyler founded Minnesota's first self-sustaining United Methodist church plant in decades. As the church added a building, second campus, and team, it outgrew the 'duct tape and grit' that had been holding it together.

### APPROACH

- Co-created *How New City Works*, a living document to move culture out of Tyler's head into shared ownership
- Defined key metrics and a shared leadership framework
- Designed and executed a full leadership succession plan

### OUTCOMES

- Culture and institutional memory transferred from founder to the organization
- Leadership team empowered to carry the mission independently
- Strategic vision solidified and secured beyond the founder

### MILESTONES

- First formal operations manual in the organization's history
- First data-driven leadership framework in the organization's history
- Full leadership succession plan designed and completed successfully

> *"What sets Still Point apart is their curiosity and respect for what success looks like on my terms. They don't impose one-size-fits-all solutions, they co-create them. And when I'm tempted to chase a dozen new ideas, they help me hold tension on the line and focus on what truly moves the needle."*
>
> — Tyler Sit, Founding Pastor, New City Church