

Situation

For nearly 20 years, AdamsGabbert (AG) has been serving businesses in the Kansas City community with staffing + recruiting, technology services and consulting—all designed to make business better for their clients.

The company existed without a dedicated internal marketing resource or external marketing investment. However, AG was reaching a growth milestone and becoming a more established company with higher revenues. Between 2012 and 2017, the company witnessed a more than 300 percent increase in revenue and 1,400 percent increase in profits. During that time, AG recognized the need to build a marketing strategy and to enlist a team to help them execute that strategy.

Through a mutual relationship, CEO and Owner Denise Kruse learned about the new Crux marketing model, and AG signed as one of Crux's first clients in 2016.

Strategy

Crux immediately conducted an extensive research audit to establish AG's messaging. While there was confusion among AG employees regarding how to define the business, AG's clients helped to define the value the company provides, which became an integral part of the new messaging.

In addition to a new brand narrative, Crux refreshed the look and design of AG's logo mark and designed new, consistent marketing collateral and templates. Crux then oversaw the redesign of the company's website, established the "Making business better" tagline, and redesigned the look and feel of the company stationary and business systems, including uniform business cards. Crux chose AG's poppy red as an accent color to help differentiate the company and selected a trusted printer that could consistently match the dominant AG blue.

"Crux has done a great job of understanding our culture. We love knowing we can rely on Crux as our marketing expert, and the results we're seeing are a testament to their quality of work."

Stacy Rose, Chief Operating Officer for AdamsGabbert, LLC

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case study.

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CASE STUDY

Challenge

Field re-organization in 100-year-old company

Solution

Change Management + Organizational Design, Talent and Planning

Industry

Retail/Consumer Goods

SITUATION

Westlake Ace Hardware has had a strong presence across the Midwest, dating back to 1905. While proud of their rich history and retail accomplishments over the last 100+ years, it was time to transform their store management structure and bring it into the 21st century, establishing financial, customer and employee performance goals—all while reducing risk.

SOLUTION

AdamsGabbert (AG) first created a reorganization plan for the company's field workforce structure, which successfully addressed labor laws and positioned the company for future growth. The reorganization – in sync with the company's employee-centered culture – provided a succession plan for each position.

After analysis, planning and execution of the field reorganization, a company-wide training program was suggested to support the changes and ensure a smooth transition. During this process, additional issues were also found, and AG recommended new resources to solve them, including compensation bands, digital store files, and other training tools.

RESULT

By working closely with key field and support team members, AG created field reorganization plans and timelines, as well as developed and clearly defined new roles, responsibilities and job descriptions. Special work teams were created across all of the impacted areas, and these groups worked individually and together to create recommendations, timelines and solutions.

Salary compensations were assigned to each role and pay structures were implemented for the entire organization; these tools were used for the field reorganization rollout and all pay decisions, including the change in management from salary to hourly.

AG also created a streamlined training program to allow cross-training for the new job roles, including specific training that supports employee growth and scalability within company.

Other results included:

- All operational procedures were integrated across all departments.
- Leadership competencies were fully integrated with the company's core mission
- Clear job roles and expectations were defined, and clear management task lists created.
- Reorganization and additional changes were cost-neutral.

“AdamsGabbert does a great job of gathering the information, assessing the situation and then preparing a cohesive plan and approach. They were ready to roll up their sleeves and get to work.”

Joe Jeffries, COO, Westlake Ace Hardware

Accelerate Together

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Results

AG continues to be one of Crux's most valued clients, and the company has continued to see strong results, including two growth feature stories in the *Kansas City Business Journal* in an 18-month period. The company also touts a growing list of accolades, including being named a *Business Journal* Fast 50 company, breaking the top 20 of the city's biggest Women-Owned Businesses, earning the Community Stewardship Award from *KC Business Magazine*, gracing Ingram's Corporate Report 100 List six years in a row, receiving the KC Chamber's Healthy KC Silver Certification, and being named a Top 10 KC Chamber Small Business for two consecutive years.

Kruse and Chief Operating Officer Stacy Rose said they liked Crux's retainer-based marketing service and value, noting that they never felt “nickel and dimed” by the Crux model. Rose said the company did not realize how far behind they actually were in marketing and PR until Crux entered the equation.

“Crux has done a great job of understanding our culture,” Rose said. “We love knowing we can rely on Crux as our marketing expert, and the results we're seeing are a testament to their quality of work.”

we get to the **crux** of the matter.

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The screenshot shows a news article on the Kansas City Business Journal website. The article title is "CEO shares how she transformed AdamsGabbert into a burgeoning business". The author is Denise Kruse, CEO and owner of Overland Park-based AdamsGabbert. The article discusses her transition from a consulting firm to owning the company, her focus on employee growth, and the company's success in the retail/consumer goods industry. The article includes a photo of Denise Kruse and mentions that she was named to the Deloitte Healthiest Employers Awards 2019.

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The screenshot shows an eNewsletter from AdamsGabbert. The main headline is "PROPELLING NEWS" with a sub-headline "Warm Greetings and Holiday Cheer!". The newsletter includes a "Spotlight on Recruiting" section and a "Local Wish" section titled "Every child has a wish, let's make sure they all come true." The local wish section states that 419 local wishes were granted this year and 181 critically ill kids are still waiting. The newsletter also features a photo of Denise Kruse and a dog, and includes contact information for AdamsGabbert's services.

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