

Bridging the Gap: Techniques for Leaping to the Next Level of Business Growth

Case Study:
**Collaboration's Engagement
with MINDBODY**



www.Collaboration-llc.com

ABOUT MINDBODY

MINDBODY emerged from the simple idea that small business owners deserve the time to focus on what matters most: their customers. Their software has transformed that vision into the world's leading wellness services marketplace, linking hundreds of thousands of passionate fitness, beauty and wellness professionals to the millions of clients they serve. MINDBODY strives to live by their core values, including being purpose-driven in their quest to find meaning in life, achieving their highest potential through integrity and accountability, and being conscious that the company serves a greater global cause.

▶ **MINDBODY offers solutions for small businesses and enterprises alike. Their products allow small businesses to run efficiently and achieve goals, while their scalable enterprise software is available to help growing, multi-location businesses thrive.**



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THE CHALLENGE

In 2011, MINDBODY was a mid-sized company poised to achieve breakthrough performance. The MINDBODY executive team sought Collaboration to help them bridge the gap between their current status and that of a scalable enterprise with a fast growth trajectory. At the time, MINDBODY had approximately 300 employees, and they were doubling or tripling the amount of new-hires each year. Poised at the magical \$10 million mark, MINDBODY was set up to achieve their next level of growth.

MINDBODY leadership wanted to put specific leadership, management and operational tools as well as strategies in place to ensure the long-term longevity of the company's culture as they grew to a multi-million dollar entity.

This included:

- Sustaining a company culture that encapsulates the mission statement and core values at the heart of the company
- Training the leadership team to develop the tools necessary to lead a sizeable organization
- Executive coaching to instill integral leadership and business skills
- Developing the sales team to reach their goals
- Building a robust internal management team

MINDBODY executives understood the value of outside assistance in addressing these challenges. While leadership focused on creating outstanding solutions to their customers' problems and engaging with investors, Collaboration helped ensure the company became sustainable and scalable by implementing improvements in human equity.

“Ensuring that our management and executive teams were prepared for the next level of challenges was integral to our long-term strategy. Collaboration quickly assessed our needs and developed a three-year long series of engagements to establish sustainable scalability of our leadership and management teams.”



Rick Stollmeyer
MINDBODY CEO and
Co-founder

THE COLLABORATION SOLUTION

The ultimate goal was to set up MINDBODY to enhance its culture and support its expansion through management training and executive coaching as they experienced rapid growth, the most critical stage of any growing company.

Collaboration began the engagement with MINDBODY by conducting a comprehensive WorkTraits™ assessment throughout the entire organization — over a three-year period, 600 individuals were evaluated and provided with a personalized behavior and conviction analysis to improve employee engagement and enhance the company's overall culture. Additionally, each executive was coached and provided with individualized growth plans to ensure their upward trajectory. Ongoing monthly training with managers and potential new leaders empowered the team to learn how to communicate with each other on the same level. The key was to train every manager and executive within the same framework so that they all walked away with the same knowledge about working together to achieve a common goal. This common framework and language allowed the team to work more effectively and manage the faster pace of growth.



In fact, one of the MINDBODY engagements was the birthplace of Collaboration's Collaborative Leadership® Program. MINDBODY sales leaders from around the globe participated in an intensive two-day training session to learn what it takes to be a leader within a collaborative work environment. Executives were led through a series of exercises to help them understand what was preventing them from achieving Collaborative Leadership so they could focus on areas of improvement to push themselves — and the company — forward.

“Collaboration helped MINDBODY sustain their culture as they expanded their employee base. Each employee was trained to understand how to communicate with each other, and executives learned how to communicate and what skills needed to be developed as an organization as well. Having a common language to facilitate communication helped MINDBODY become sustainable.”



Michael Gunther

Collaboration Business
Consulting Founder

RESULTS

To this day, MINDBODY remains true to its roots in part to the strong foundation Collaboration taught them. MINDBODY was able to actively manage its growth through consistent leadership, management development, and cultural communication structures. As a result, many of the executives trained are still strongly leading their teams today — they learned the tools necessary to grow and evolve along with the company.

MINDBODY went on to win numerous accolades and continues to grow at a sustainable pace because of their strong leadership and communication culture. They invested in their managers to ensure their strength and growth, leading to improved employee engagement. A solid understanding of the WorkTraits™ analysis allowed leaders to determine which type of person would be the best fit for the team to remain strong and accomplish long-term longevity. A clear understanding of leadership and management behaviors, structures and skills provided the young management team a path for employee engagement and plan implementation accountability.

▶ “As we anticipated fast growth, I felt it necessary to prepare our managers to lead at a different level. We needed a common language, which ultimately allowed us to bring on new people who understood where we were and where we were going to help us enhance our communication and culture.”

Rick Stollmeyer

MINDBODY Co-founder
and CEO