



Ready to turbocharge your team?

BLUECASE combines expertise in the field of High-Performance Psychology with a track record of guiding heart-led executives in scaling past billions and beyond. Four of our client companies have grown to Billion-Dollar+ valuations and counting. We're not just about training and leadership programs; we're about creating transformative experiences. With a rich legacy of promoting engagement, productivity, and joy in the workplace, we stand unparalleled in the world of leadership development, strategic planning, executive coaching, and team building. Trust in BLUECASE to make your company legendary.



**Deep Industry
Experience**



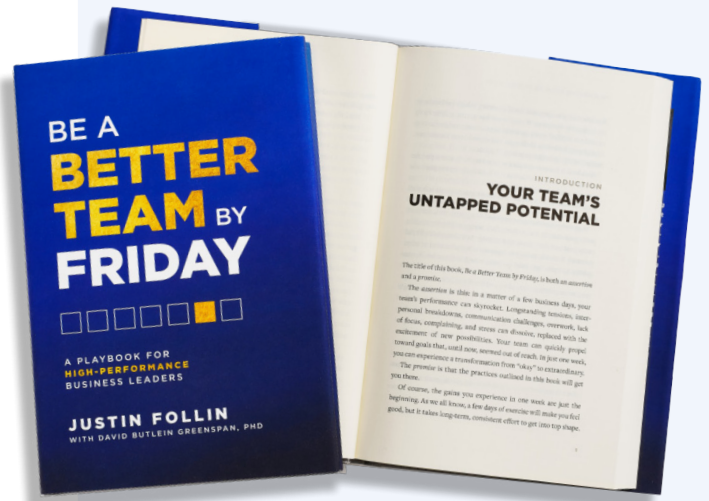
**Consulting
Expertise**



**Rapid Value
Creation**

We solve the STRATEGY, CULTURE & ENGAGEMENT challenges that scaling companies face.

- Adept change agents
- Focused on accelerating results
- Unique learning development programs based on transformative psychology
- Our people are professionals that have industry experience in roles that relate to your Executive and organizational challenges
- We are strategic consultants, combining High-Performance Leadership Development with Executive Team Alignment Strategic Planning and Executive Coaching programs to bring unused potential online



Our playbook, written by BLUECASE co-founders Justin Follin & David Greenspan.

Mergers & Acquisitions

Executive Leadership Integration

Team size, talent, motivation, personalities

Alignment of Business Strategy & Culture

Growth strategy, planning methods, values & incentives

Private Equity, Venture Capital

Change in Control & Expectations

Lack of knowledge and understanding of investor perspectives

Retention and earn-out performance

Preparing for Sale; Initial Public Offering (IPO)

Complexity of Enterprise Value

Management distraction
Public Company market pressures

Shift in Culture & Competitive Landscape

Innovation vs earnings

BLUECASE Programs

Accelerate Executive Team Alignment

- Get everyone on your team on the same page and committed to the Strategic Business Plan
- Increase ownership and clear accountability so more gets done faster
- We specialize in aligning the team, **unlocking innovation** and creating shared success amongst stakeholders

Build High Performance Teams

- Drive organization efficiency and employee engagement with a shared leadership culture
- Our Executive Coaching Services put **high performance tools** into action, creating shared language and illuminating blind spots

Create Foundation for Resilience & Agility

- Companies with a flexible infrastructure and committed talent *respond* versus *react* to changing environments
- Our organizational design & development services align strategy, structure, and talent to **optimize performance and change management**
- Group Coaching amplifies results by engaging management and front line staff

Organizational & Executive Services

Organization Assessments & Executive Interviews

In order to get you where you want to go, we need to know where you are.

This step provides a clear, objective look at the overall state of your leadership culture as well as insight into the strengths and growth areas for individual Executive Team members.

Innovative Leadership Foundation (ILF) Program

Your company is successful and you are scaling quickly. You care about your employees. You want them to excel.

ILF is a company-wide, cohort-based leadership development program that rapidly builds a company culture of accountability, ownership, adaptability, and improved cross-functional collaboration.

CEO, Executive & Group Coaching, Consulting

Tapping into individual strengths and motivations to improve and becoming aware of blind spots is game changing for personal and professional development.

Cross-functional and shared language, practices, and values enable high-performance, cross-functional collaboration necessary to solve complex, adaptive challenges.

The result over 12 and 24 months is really astonishing. Not only did we stop the slide of margin, we actually gained 2 points back over the past 24 months, which for a business like ours is an astonishing reversal and really hard to do. The other measurable result is that this year our **EBITDA is 35-40% higher** than not only last year. That really is a direct result of the quarterly and annual strategy planning sessions and the help we got from BLUECASE.”



MATTHEW BRIGGS
CEO, Four Hands

For us, the results of having BLUECASE come onboard is that we **actually are moving faster, we're making decisions better, we're more aligned on our goals**, which makes work more fun. When you come to work everyday and you know exactly what you are trying to accomplish, you know exactly where you are trying to go. It makes a difference.”



AMY PORTER
Founder & Executive Chairman,
Affinipay

“In the time that we had been working with BLUECASE, we're **now on a path to grow over 50%** this year and see ourselves doubling shortly thereafter. In the end, I was in a place where we weren't growing and we weren't achieving what was possible and I am now in a place where I have a tremendous runway to accomplish things that I never thought was possible.”



CRAIG KASTEN
Co-Founder & Chairman of the Board,
Skygen USA



A healthcare SaaS company we worked with grew from an unstable \$10M company to achieve a **\$1.2B enterprise value in 7 years with a 2000% increase in the number of clients.**



Within 12 months of implementing the ILF process, a financial services company **sold for 9x revenue - one of the highest exits in Austin that year.**



A design and manufacturing company that was growing incrementally quadrupled their top line and bottom line while working with us over the course of 6 years to **exceed half a billion in revenue.**



A successful tech company with low trust after merging twice finished the ILF program with its managers. **Their eNPS increased 40 points in 10 months.**

From the CEO, "the truth is before working with BLUECASE we were broken, now we are healthy and strong again."



A parent company in the healthcare sector went from miscommunication and hard silos across 4 companies to **cross-functional communication.**

From the CEO on working with BLUECASE: "one of the most important decisions in the history of the company."



After a data-driven software company implemented our Leadership development program (ILF), the values and leadership principles (previously seen as abstract and academic to the workforce) came alive and were linked to actionable tools and behaviors **so employees knew exactly how to be extraordinary performers.**