



Changing the world, one business at a time

Client Profile:

This Saint Paul-based consulting firm uses data to help business leaders make decisions that will better people's lives.

The Challenge:

As corporate problems go, The Improve Group had a good one: They were expanding so fast that it was creating some growing pains. By the beginning of 2014, The Improve Group faced some inefficiency within project management and lack of precision around certain strategic elements. They had also split CFO duties between two leaders and needed help clarifying roles and objectives. President and CEO Leah Goldstein Moses knew they needed objective, third party input to make sure they were capitalizing on their growth rather than suffering because of it.

The Team:

Goldstein Moses is a member of the Women Presidents' Organization, where she learned of several fellow members who relied on Owl's services. She reached out, and Owl matched The Improve Group with CFO Harry Miller.

The Action:

With Harry's guidance, The Improve Group changed their methods of data analysis, which allowed them to process information — and react accordingly — faster than ever before. Harry also helped the two leaders clearly define their ongoing CFO roles so that The Improve Group could maintain momentum even without Harry's day-to-day input.

The Result:

Goldstein Moses says Harry "helped us see our information in a way that was a lot more targeted, specific, and valuable — and that helped us make important decisions." She describes Harry as "so thoughtful and responsive" and felt that the whole organization benefited from Harry's ability to simultaneously balance critical details and broad strategy. "I would definitely recommend Owl to other companies," Goldstein Moses says. Now The Improve Group can keep growing with confidence do more of what they do best.