



CLIENT SUCCESS

Carleton, Inc., is a software development company that specializes in building APIs to calculate the sophisticated math and regulation adherence behind financial and loan transactions for durable goods and real estate. The company has been operating for over 4 decades and has created an important, if often unappreciated or less visible, service to large consumer goods and financial clients.

By applying the principles of **SPORT, the entire Carleton workforce came together to increase their sales numbers by 10% almost immediately.**

SPORT's principles, led to the following outcomes:

1. 10%+ sales growth in the first quarter alone (and growing).
2. The teams are aligned and are envisioning a 10x growth multiple in 3-5 years.

The growth trajectory of Carleton has been consistently positive over many years. However, the company hit a plateau over the last several years that was proving difficult to move on from. The leadership of the company decided it was time to refocus and wanted to implement a process that would align the company on its most important goals. They decided to use GrowthSPORT to help them connect their strategic intent to every team's day-to-day behaviors.

The results have been dramatic and exciting. In one quarter the company has achieved over 10% growth. The teams are aligned with respect to goal and activities and have a clear direction to achieve the organization's vision of 10x growth in the next 3-5 years.



It's made everyone more accountable from the top down, and we're seeing 10-15% average growth in sales we've started.

We're excited to continue to see that growth.

