



“The lifecycle model showed me that our ten-year-old legacy business was in Treadmill and was approaching the point of no return. It had too much process and had lost its vision.”

The Solution:

“After the workshop with Les, our executive team spent two days exploring the Predictable Success model and how it related to our business. We walked through it step by step, examining where our company stood now, where we wanted it to be, and where things had stalled.

Predictable Success gave us the tools we needed to make sense of things. It became clear that we had to pick one side of the business or the other. If we did not, it would lead to our demise.

We decided to take the lessons we learned from the legacy business and apply them to the one that was in Fun. This meant we had to restructure, which involved difficult personnel decisions. The Predictable Success model helped us to understand that not every leader could make the transition through Whitewater

with us. As painful as it was at the time, we can look back now and say it was the right decision for all involved.”

The Results:

“Because we eliminated the more established part of our business, we were prepared for the 26% temporary drop in revenue. But our gross profitability went up by 12% and, most shockingly, our EBITDA went up by 823% within one year.

When looking at compelling metrics like that, it’s very clear that this was the right decision. We have Predictable Success to thank for that.”

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— BRIAN ARELLANES,
FOUNDER/CEO,
ITSOURCETEK

Interested in learning more about the model that helped increase ITSOURCETEK’s EBITDA by 823%?

CLICK HERE

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