

case study

SCALING PERFORMANCE

catherinecantey.com

Revenue Growth from \$20M to \$70M in 6 Months

Context

As the organization entered rapid growth, leadership effectiveness and team alignment became critical. Catherine partnered with the executive leader to strengthen leadership presence, build a cohesive team, and support disciplined execution during this high-growth period.

Objectives

- Strengthen executive leadership presence
- Build and lead a cohesive, high-performing team
- Improve decision-making and accountability across the organization

Approach

Catherine worked with the leader to elevate leadership effectiveness through clarity, presence, and intentional team management. Focus areas included expanding executive presence, adapting leadership style to individual team members, addressing team issues directly, and slowing reactive decision-making in favor of thoughtful, methodical leadership.

Results

- Revenue growth from \$20M to \$70M in six months
- Average monthly billing increases of up to \$3M
- \$50M in secured contracts
- \$126M in notifications for future contracts
- Cash flow cycles reduced from 12 weeks to 6 weeks
- Consistent achievement of audit and compliance metrics
- Regular steering team meetings established
- 80% increase in daily log completion, improving reporting and accountability

Impact

The growth was driven by leadership clarity. As the leader strengthened presence, adapted to team dynamics, and made decisions with greater intention, the organization gained momentum that translated directly into financial performance, operational discipline, and team alignment.

Next Steps

If you are navigating rapid growth and need leadership clarity to sustain momentum, connect with Catherine to learn more.

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