



## Success Story Summary

### The Human Element® Helps Turn Around a Software Company

#### ORGANIZATION

An established software company that develops claims adjudication software for the healthcare industry.

#### ISSUE

The founders of the company wanted to position the company for sale, but in order to achieve the return on investment they desired, a complete turnaround in performance was required.

#### OUTCOME

Within twelve months the company was positioned for market and within sixteen months the owners had received two offers for purchase.

- Leadership development efforts, along with short-term department objectives, paved the way for:
  - Accelerated software development
  - Accelerated customer implementations
  - Revamping of software development approach, becoming one of the first software companies to utilize resources in Vietnam
  - Re-energized sales and marketing efforts leading inroads into major prospects
  - Top-line revenue and income growth
  - A culture that promotes openness and direct communication
  - More focused (and limited) involvement from the co-founders

#### PROCESS

A Powered by the Human Element® methodology was used extensively, from the training of key business leaders to quickly becoming a significant part of the culture.

#### Consultant/Company

Russ Salzer, Licensed  
Human Element  
Practitioner, Owner,  
3YG Sales Training  
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#### Country

U.S.A.