

## CASE STUDY

# How RevenueZen Unlocked New Revenue With RallyBright Insights

## The Challenge

Alex Boyd knows growth. Since founding RevenueZen in 2017, he has bootstrapped the company from scratch, building it into a company with seven-figure annual recurring revenues — in about two years and with no funding. “Startups are a rushing river,” he quipped. “Your job as a leader is to not get in the way of that. You are the banks of the river, not the rocks, nor the dam.”

With deep experience working with high-growth companies, Alex recognized that fast growth introduces certain risks and vulnerabilities in addition to advantages. He chose RallyBright to help him navigate through them. “I wanted to make sure we had visibility into the team’s inner workings during a period of high growth,” he explained, “and I wanted to uncover our weaknesses so they could be addressed.”

## The Opportunity

RevenueZen completed its first Resilient Teams assessment with its management team, immediately gleaned key insights. “Everybody is in their own head more than they think,” Alex learned. “Sometimes even the most empathetic, hardworking, and close-knit teams feel ‘off’ and don’t really know why or what to do about it. We were on that boat, a bit: some people felt left out, siloed, or unsure of how their work impacted the greater purpose.”

The assessment gave the team both the visibility it needed to make changes and an action plan to turn those learnings into improvements. As a result, the team moved quickly to revamp its meeting structure and key metrics and to clarify its purpose.

## About RallyBright Resilient Teams™

The RallyBright Resilient Teams assessment measures a team’s Direction, Connection, Alignment, Performance and Attitude, which together comprise its resilience. The assessment benchmarks these scores across a 600-organization database of high-performing teams, diagnosing challenges and highlighting areas for improvement.



Direction



Connection



Alignment



Performance



Attitude



REVENUEZEN

“As a distributed team, assessing and improving our working dynamics is just as important and complicated as for in-office teams. I wanted to make sure we had visibility into the team’s inner workings.”

Alex Boyd

## About RevenueZen

RevenueZen is a revenue growth agency run by former sales and marketing leaders at high-growth startups. By crafting and running unique outbound and inbound growth strategies, Revenue Zen partners with companies to build pipeline, generate leads, and scale growth.

**Founded**  
2017

**Headquarters**  
Distributed

**Industry**  
Sales & Marketing

**Size**  
<20 employees

# The Results

## Team Improvements

At the team's next assessment five months later, they saw their changes pay off: Scores across all five resilience attributes ticked up, with large gains in Alignment, Performance and Direction. And the biggest boon of all? Unexpectedly, the changes helped give rise to the creation of new business lines that have had a huge impact on the company's bottom line.

"We're much more on the same page about what we're doing, why we're doing it, and who's doing what," Alex said. "Seeing this stuff on paper opens your mind and hits you over the head with the things you didn't know you needed to change, and gives you the roadmap to make those changes."



**Alignment**  
**+11 points**

**Performance**  
**+8 points**

**Direction**  
**+8 points**

## Organizational Impact

The RallyBright Teams platform helped Revenue Zen:



Clarify and strengthen its purpose



Launch new, higher-margin business lines



Align on roles and responsibilities



Strengthen the team's working dynamics



Overhaul its approach to meetings to make them more impactful and efficient



Right-size workloads and discover opportunities for role changes and promotions



Refine the team's performance metrics, reporting frequency, and report audience



Unify the team by uncovering and addressing feelings of isolation



“ We've launched entire higher-margin business lines that were partially inspired by the changes that came out of our assessments. These new business lines have basically 'saved' the company and allowed us to grow at a rapid clip of about 10% per month like clockwork since our inception. ”

**Alex Boyd**  
Founder & CEO, RevenueZen