



CASE STUDY: EMPOWERING PURPLE JAYS TO SOAR

We are true Partners for Growth

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CHALLENGE

In 2018, Jarrod Ayling, CEO of Purple Jays, was operating three branches of his early learning business. While the business was performing well, Jarrod was deeply entrenched in daily operations, leaving little time for strategic growth. His ambition was to expand the number of branches and increase enrollment, but his hands-on management approach hindered progress.

SOLUTION

Growth Partners collaborated with Jarrod to address the root challenges:

1. Delegation and Leadership: Identified key roles within the business and encouraged Jarrod to hire two pivotal team members—a day-to-day operations manager and a marketing manager.
2. Strategic Alignment: Worked with Jarrod to define a clear Vision and Mission for Purple Jays, inspiring a focused direction for the team.
3. Personal Development: Recommended impactful business books like Start With Why by Simon Sinek and Measure What Matters by John Doerr to shift Jarrod's mindset from operational to strategic thinking.
4. Process Optimization: Developed robust processes and performance metrics to provide Jarrod with a clear view of his business and enable branch-level performance monitoring.

RESULTS

- Expansion: Purple Jays grew from 3 branches to 5 within 3 years, even navigating the challenges of the Covid-19 lockdown.
- Leadership Evolution: Jarrod appointed a CEO to oversee operations, freeing him to focus on strategic endeavors and a new venture, PeopleBunch.
- Ongoing Partnership: Growth Partners continues to support Jarrod in building PeopleBunch into another successful enterprise.

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AT A GLANCE

CHALLENGES

- Grow Business
- Staff Buy In
- Operations
- Recruitment

BENEFITS

- Decisions based on facts
- Staff contributing to growth
- Doubling of Revenue in 2 years



JARROD AYLING

Purple Jays - CEO

"Growth Partners has helped me to grow our business beyond our expectations"