

brinson

BENEFITS

Brinson Benefits Case Study

A leading employee benefits advisory and patient advocacy firm

Overview

Founded by Dawn Brinson-Roark, Brinson Benefits is the largest woman-owned employee benefits firm in the U.S. dedicated to advocacy

Solution Impact

After developing and executing the right accountability structure the CEO is able to effectively live in their strengths. This has lead to not only an increase in sales, but the ability to build out targeted incentives for their teams.



Right structure means CEO has the space to live in their strengths



Targeted incentives lead to increase in sales



Employee Benefits Insurance Firm



www.brinsonbenefits.com



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CHALLENGES

Recovering from the termination of few problematic top producers, lack luster fiscal performance, and under performance from middle management, Brinson was experiencing stagnant growth and needed to jump start the growth engine again.

SOLUTIONS

After engaging with Force Scaling, Brinson Benefits has been transformed by hiring key roles committed to growing the company. Not only have they strengthened the trust and transparency with all of their employees, they have become more productive, prioritized, and modeled what coachable leaders can achieve.



Focus on Sales



Streamlined Accountability



Developed Targeted Incentives

BENEFITS

1

Focus on Sales

Helped the CEO build out a brand-new sales engine to reach sales targets.

2

Streamlined Accountability

Reduced the 'all day' executive team meetings into a weekly 90-minute accountability driving solution that has increased productivity company-wide.

3

Developed Targeted Incentives

Helped the executives create a Surge/Splurge employee benefit that increases company morale and rewards employees for pushing through peak, renewal season.