

SUCCESS STORY: Destination Services Corporation



Strategic acquisitions positioned owner for successful exit

Destination Services Colorado was the first Business Event Management firm in the state. A 10-year awardee of the Colorado's Top 25 Woman Owned Business, the firm was also recognized with multiple 'best of show' awards from industry organizations.

But to add additional value and attract the right buyer, DSC needed a regional footprint.

Business Results

- Expanded from Colorado-only to four Western states
- 4 to 9 offices; 25 to 50 FTEs; 250+ regional contractors
- 2X revenue and 2X+ EBITDA through consolidation
- Sold company to PE firm with aggressive multiplier
- Received multiple national awards



Challenge

An entrepreneur's goals for increased growth were limited by the niche she had created in Colorado's mountain towns and struggles to attract like-minded staff and leaders. Expanding outside the state required a clear understanding of what made the company a success to begin with.

Approach

A CultureTalk for Organizations survey was administered to the entire staff. The Hero and Sage Archetypes defined the company and drove the culture. Brand language and a 'Culture Code' were developed and stories illustrating company lure were repeatedly shared in off-site meetings and retreats. The concepts were consistently integrated into the brand, website and marketing materials.

Outcomes

DSC successfully integrated its unique culture profile in new offices as they were acquired and new employees as they were hired. They built enthusiasm and strong buy-in amongst all staff.

Culture drove recruiting, retention, staff loyalty, and ultimately improved each person's productivity and results. The acquiring company recognized DSC's culture as a driver of growth and profitability.

CultureTalk Solutions Employed:

- CultureTalk Survey for Organizations
- Organizational Culture Audit
- Corporate Brand/CultureCode
- Off-site Employee Retreats

Archetype Patterns Identified



"When my company was acquired, I realized that we had built was extraordinary culture that drove exceptional results. The constant focus on our Hero and Sage Archetypes provided a unified vision and mission for our team and a solid framework for how they interfaced with our Fortune 500 clients." | Kathy Fort Carty, DSC