

# Quarterly All hands

FY23 Q3

Autism 360 Team

# New Members Joining us...Quick Intro

- Lina Holma - SLP
- Eshanka Wick - Ops Manager

Completing their journey with us :-(

- Michele Danneels - 13th April

# FY23Q3 (Jan-Mar 2023) Updates

- Our toughest one so far
  - New FTE Team Members:  7 (Clinical 3, Ops 1, Marketing 2, Tech 1) + 2 Contractors (Sales)
  - Revenue  21%
  - Profits  171%
  - Our first loss making quarter since Dec 2019

## What did we learn...

- Complacency can be toxic
- Pausing sales and marketing activities for most of Dec and Jan was near disaster. Revenue halved in Jan as only \$13k of **new** revenue recognised
- Our processes are dated; communication unclear - and things break

# There is some good news...

- We made an impressive recovery!
  - Finished March on high point back with profitability
  - Looking solid in April
  - Likely to set a monthly record in May
- We are easily able to attract talent

We are a resilient bunch... team went above and beyond...



Scale isn't about doing **more** of what we are currently doing. Its about investing in people and processes to create **disproportionate** value.

# Our Operating System is dated...

- Our processes don't seem to seamlessly talk to each other
- Roles and accountabilities are often unclear
- Quality standards and KPIs are inconsistently applied

## Result...

Confusion... unhappy clients... disengaged team.



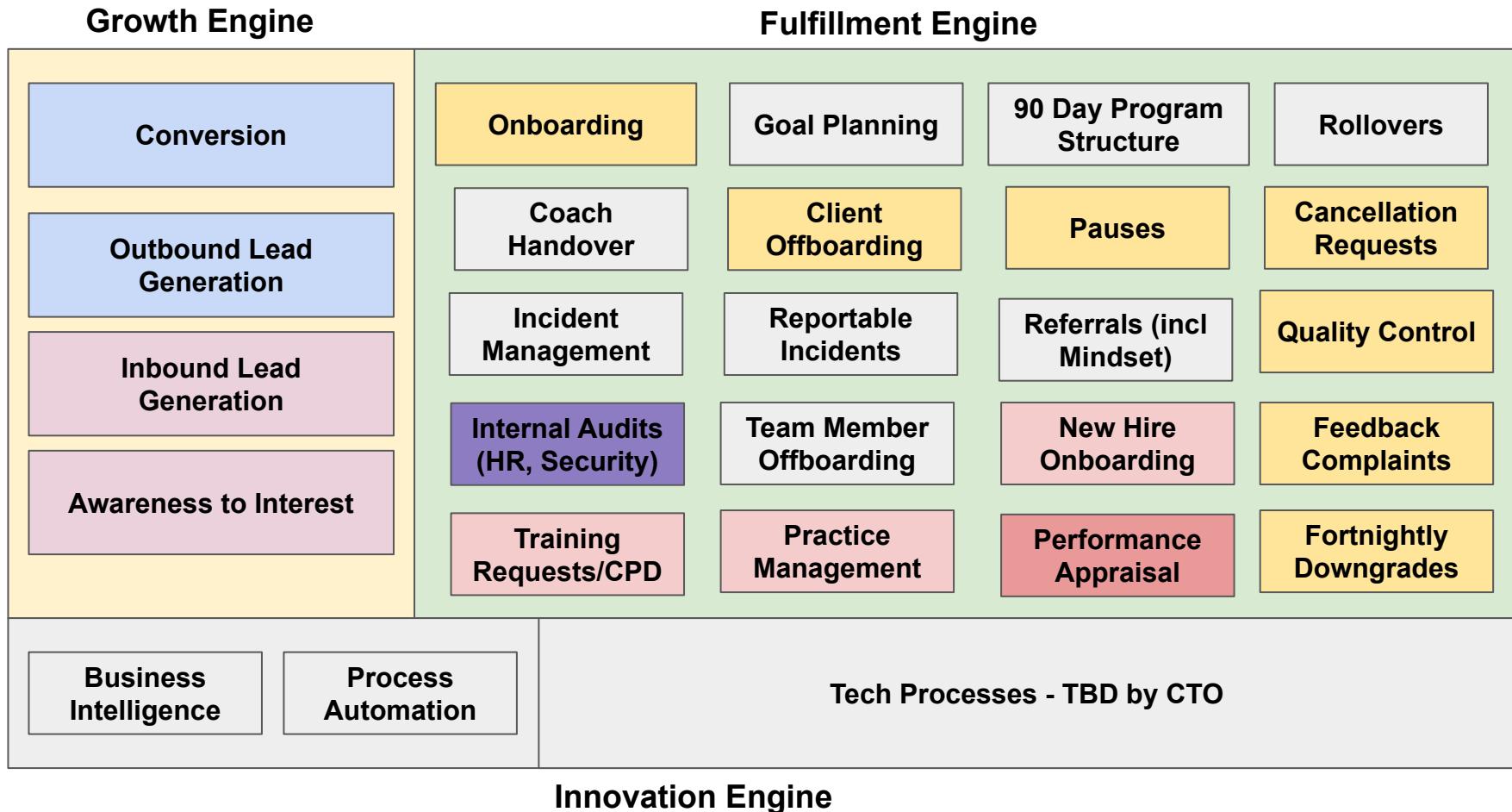
It's normal in high growth company such as ours.

But it's also imperative that we address this with urgency.

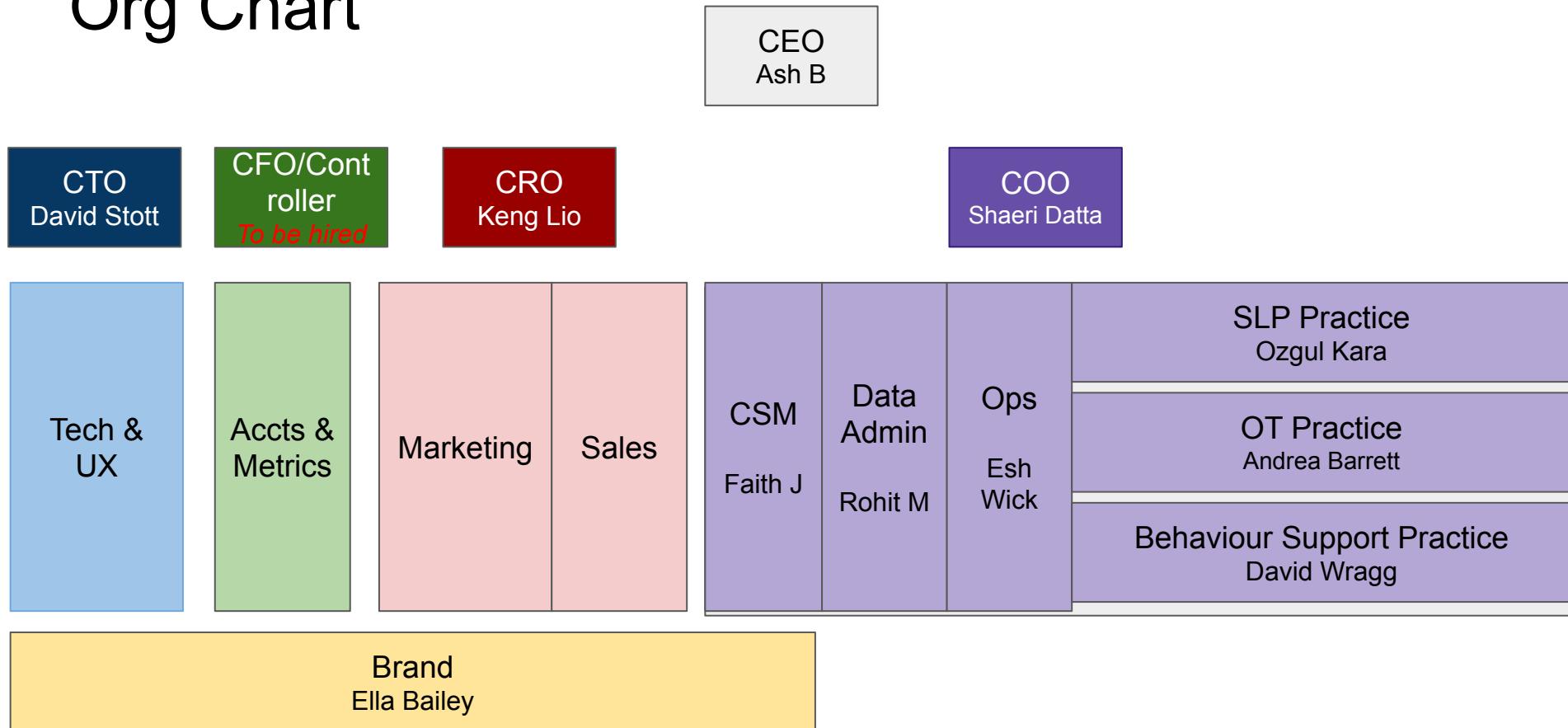
# Our positioning for tomorrow...



# 3 Engine Rooms



# Org Chart



# Immediate Hiring New Roles

- Customer Success Team: 2 x Customer Success Partners
- Clinical: 2 x SLPs
- Sales: 1 x Outbound Sales

# Hiring in FY24 Q1

- Customer Success Team: 1 x Customer Success Partners
- Clinical: 3 - domain TBD
- Tech Team: 2 x Developers
- Marketing: 1 x Creative & Brand Identity
- FinControl

# Meeting Cadence

Quarterly ALL HANDS - end of each quarter - mandatory for all  
Leadership Team - monthly meeting

## Clinical Team Meeting

Meeting Name	Chaired by	Cadence	Attended by
Practice Team Meeting	Practice Leaders	Fortnightly	All teams members for the practice
Practice Team Lead Catchup	Practice Leads take turns	Monthly	All 3 Practice Leads
Practice Recommendations Brief	COO	Quarterly	Leadership Team and Practice Leads

# Meeting Cadence - Other Teams

Marketing	Tech	Ops & CSM	Sales
Weekly HVAs	Daily Huddles	Daily Huddles	Daily Huddles
Fortnightly Showcase	Fortnightly Review & Planning	Weekly HVA	Weekly Roleplays
Monthly Targets	Retrospectives	Monthly Targets	Monthly Targets
Quarterly Planning	Quarterly Planning	Quarterly Planning	Quarterly Planning

# Next Steps...what to expect in April

- Practice Leads to receive **[Draft]** copies of SoPs - next week
- 2 CSM offers made - before Easter holiday
- All Coaches to receive the SOPs right after the holidays
- Mandatory Refresher training (virtual classroom mode) for all Coaches using manageable cohorts of 4-6 team members

# Star Awards FY23 Q3

- Alea Martin
- Faith Jere

## Quarterly Retention Incentives for Coaches

- Note on Cancellation policy
- To be calculated on April and disbursed in last pay cycle of April
- New coaches eligible after completing first 3 months
- We will publish leaderboard of the Top 3 earners (without disclosing your names)