

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 is 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.



Its normal in high growth company such as ours.

But its also imperative that we address this with urgency.

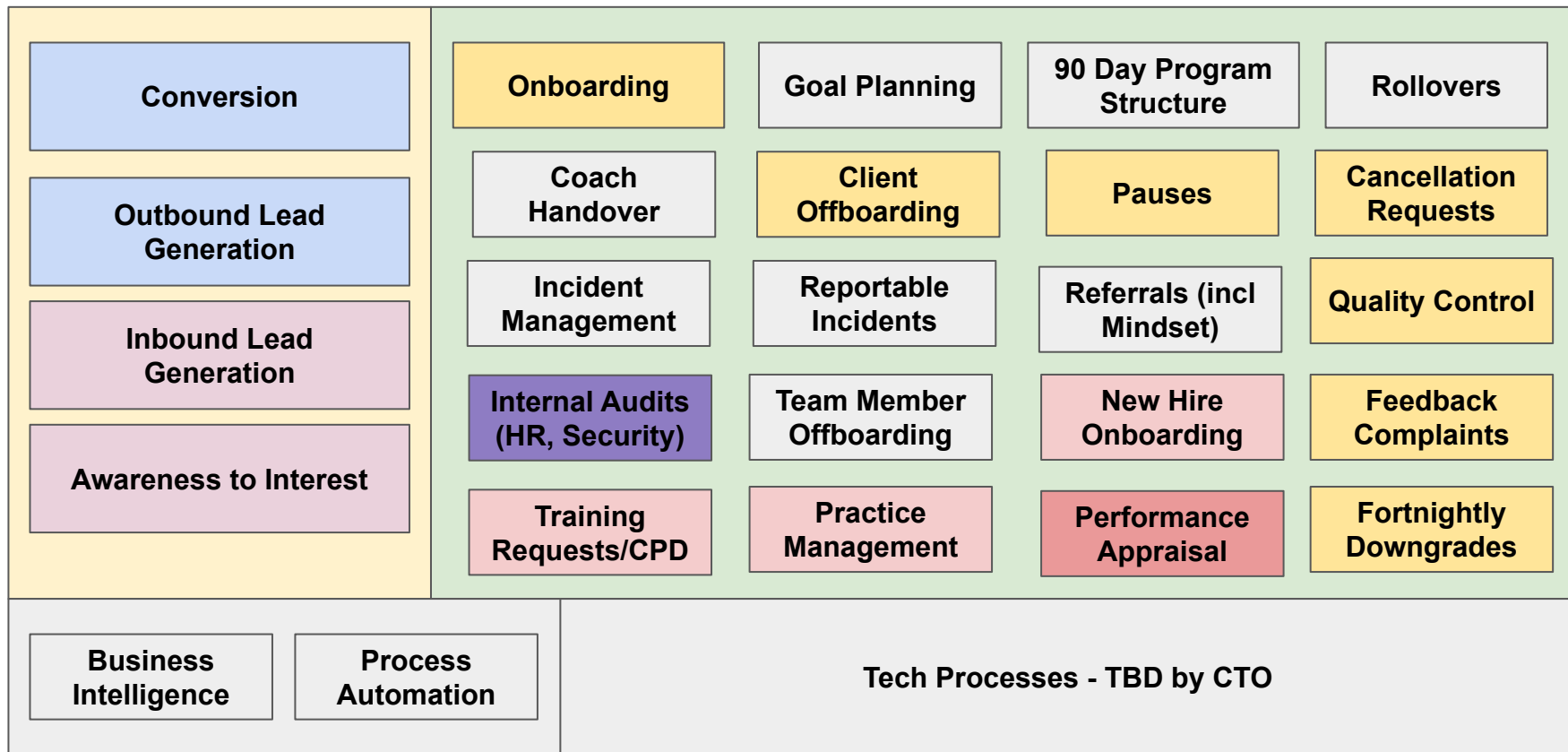
Our positioning for tomorrow...



3 Engine Rooms

Growth Engine

Fulfillment Engine



Innovation Engine

Org Chart

CEO
Ash B

CTO
David Stott

CFO/Cont
roller
To be hired

CRO
Keng Lio

COO
Shaeri Datta

Tech &
UX

Accts &
Metrics

Marketing

Sales

CSM
Faith J

Data
Admin
Rohit M

Ops
Esh
Wick

SLP Practice
Ozgul Kara

OT Practice
Andrea Barrett

Behaviour Support Practice
David Wragg

Brand
Ella Bailey

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)