

# CASE STUDY: CLARITY THROUGH TRANSITION WITH



## CHALLENGES

Thesis began working with **Color Factory** in July 2023 during a pivotal leadership transition, as both the COO and CMO exited while the company continued to refine its executive direction. A newly appointed CEO inherited teams without clear leadership, misaligned communication, and declining morale across onsite and corporate employees. Recognizing the need for stability and alignment during this transition, the CEO engaged with Thesis to embed within the organization and help stabilize operations, restore clarity, and support the company's next phase of growth.



“WE FINALLY HAD THE CLARITY AND SUPPORT WE NEEDED TO GROW!

They provided the clarity and relief we desperately needed, acting as trusted advisors and team members. Their commitment to our success was evident in their dedication to immediately roll up their sleeves and get their hands dirty and into the weeds on day one. ”

## OBJECTIVES

- Promptly assess department needs and team skills for operational stability.
- Optimize roles and responsibilities to streamline workflows and align with strategic goals.
- Eliminate bottlenecks by refining communication channels for efficiency and transparency.
- Hold regular one-on-one meetings to enhance engagement and retention.
- Establish standardized processes and decision frameworks with data-driven analysis.
- Prioritize employee well-being and workload optimization during transitions.
- Put individuals in roles that suit their strengths.
- Identify team skills and strengths to specify role requirements.
- Lead recruitment for Head of Operations and Head of Marketing replacements, from job descriptions to compensation packages.



CLARITY  
THROUGH  
TRANSITION

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# SOLUTIONS

- Operated as fractional executives, with Young as the COO and Jamie as the CMO, embedding themselves into the team.
- Facilitated direct communication between mid-level management, individual contributors, and the CEO, serving as an executive leader for key information and strategy.
- Regularly conducted one-on-one meetings to provide clarity, address concerns, and ensure employee satisfaction.
- Developed and implemented standardized processes and decision-making matrices.
- Assisted in recruiting and training the full time replacements for the Head of Operations and Head of Marketing, ensuring a smooth transition.

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## “WE WERE ABLE TO STABILIZE OUR ENTIRE ORGANIZATION DURING ONE OF THE MOST CHALLENGING LEADERSHIP TRANSITIONS WE'VE EVER FACED

The **Thesis Fractional Executive services** brought a level of professional expertise and understanding that we'd been missing. It was like having an ally dedicated to me to navigate the complexities of being a CEO to my board, execs, employees and customers. From being a trusted sounding board to jumping in and getting problems solved to everything in between, they helped me confidently tackle any problem that came our way with thought and horsepower to execute.

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## CONCLUSION



Our **Fractional Executive Services** have delivered tangible results in addressing Color Factory's challenges and achieving their aggressive growth objectives. By **Keeping the company moving forward while creating the time and bandwidth needed to recruit great replacement executives**, we were able to make a significant impact on Color Factory's success.

Images from Color factory's website