



WHISTLE STOP

Case Study

How One CEO Successfully Drove Growth with One Page Business Plans

HISTORY

Whistle Stop was founded 65 years ago in Marin County, California. With a staff of 200 employees and 173 active volunteers, Whistle Stop's main mission is to ensure that every adult has an opportunity to age with independence, dignity, and grace. CEO Joe O'Hehir, had experienced success with The One Page Business Plan® in three other organizations prior to joining Whistle Stop. According to Joe, "I'd always had an aversion to the typical long, drawn out strategic planning processes that boards make you go through that ends up sitting unused on a shelf. I was in search of a good solution and just really fell in love with One Page Plans. They just made so much sense to me".

THE PROBLEM

Whistle Stop was hiring new managers and promoting existing employees who had not had those types of responsibilities before. They did not have a reliable way to help those new managers understand goals and performance management while maintaining focus on what was important. The client did not have a way to incorporate that into their performance evaluation process. The antiquated paper performance systems they'd been using for years had proven to be somewhat unfair and inequitable.

At the same time, managing growth was a huge challenge. The client measured success based on the number of people they served. With almost 14,000 individual clients with almost a half a million units of service annually, Whistle Stop is a large, complex, nonprofit organization with a variety of programs and services. There are two very distinct portions of their organization... a transportation group located in one place, and the main program in another. There is a lot of interdependency among the management team. They wanted a way to bring them together to share the challenges and successes they'd experienced.

90% Growth

**Since Adopting
One Page Plans**

**Growth to
1/2 Million**

**Service Units
Annually**

50% of Pay

**Increases
Based on Meeting
Plan Objectives**





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SOLUTION

According to CEO O'Hehir, "The One Page Business Plan has helped us really springboard our performance as an organization. One Page Plans took the subjectivity out of our review process. It is certainly a more fair and equitable system than the cumbersome paper based methods. Having a tool like the One Page Planning and Performance System helps our employees stay on track and remain focused on what's important."

Ashley Baker, Whistle Stop's Chief People Officer relates... "Our One Page Business Plan Consultant helped guide us in quantifying those metrics that reflected the work that we needed to do. Once we got those dialed in, things rapidly began to change for the better.

Since it's a cloud-based system, that evolution has been important to us because most of our managers are younger people who want to make this process as efficient and as effective as they can. Being cloud-based made it easier to introduce it, particularly to the younger managers who are coming into organizations like ours.

Our One Page consultant has injected an enthusiasm and energy towards the using the system with our managers. It's been particularly helpful for our new managers coming in. We have a variety of managers at different levels of experience and she gently guided us in coaching and counseling them to get the best results in using their One Page Plans."

RESULTS

Whistle Stop has experienced almost a doubling of growth since 2014. Successfully managing that growth has been much easier for them with One Page Business Plans. The client started with 12 users on their system and now, with management team growth, there are now 16 managers on the system.

The objectives managers have on their One Page Plan now make up half of their annual performance evaluation that determines their pay increases.



(Video will open in your default browser)

Curious? Take a free tour of the system at www.onepagebusinessplan.com