



Clarity Creates Momentum

From reactive operations to operational control

With a global team and multiple markets in play, Joolca needed clearer structure, better alignment and a consistent rhythm to keep the business evolving.

The Challenge

Joolca has a strong presence across several international markets, but internally, the business was beginning to feel the strain of operating without consistency.

The key challenges they faced were:

- Lack of alignment around short and long-term business direction
- Communication gaps within a fairly remote team
- Leadership meetings occurring “ad-hoc”
- Accountability differing across departments
- Difficulty translating a vision into team execution
- Limited visibility through reliable scorecards

While the owners were broadly moving in the same direction, the vision had never been clearly articulated, so the wider team didn't have a shared, consistent understanding of where the business was heading.



A Tailored Operating Framework to Bring Focus and Alignment

At Your2IC, we help leadership teams create clarity, strengthen accountability and build the rhythms that keep teams aligned. Working with Joolca, we introduced simple, practical tools and rhythms to support its next stage of growth:

- ✓ A clear 1, 3 and 5 year business vision to **align leadership** and set direction for the wider business.
- ✓ Weekly **Level 10 leadership meetings** for consistency and focus, creating a reliable rhythm for communication and decision-making. A major shift from the ad-hoc meetings prior.
- ✓ Practical, evolving **scorecards** across departments giving the COO and leadership team real visibility.
- ✓ Clear roles, responsibilities and **measurable outputs** so everyone understood what they owned, where they were heading, and how their work connected to the now clear vision.
- ✓ The development and **integration of company values** - with communication at the centre of this - helping guide behaviour and decision making.
- ✓ Quarterly **staff reviews** to reinforce alignment, performance and keep the new priorities connected to the long-term direction.
- ✓ The expert, **outsider perspective** that Dave brings, offering: objective insight, practical frameworks, the confidence to challenge internal thinking and a steady hand during change.

The Your2IC Difference

Within the first 90 days of working with Your2IC, Joolca experienced:

- Stronger leadership alignment
- Sharper focus on fewer, more meaningful priorities
- Consistent, structured leadership meetings
- Scorecards embedded into day-to-day operations
- Noticeably improved communication across the business

What had previously been ad-hoc became business as usual.

"100% do it - and trust the process. You may not immediately see where it's going, but Dave knows exactly what he's doing. You just have to trust it."

- Jack Slodyczka, COO

Joolca