

# Increased Revenue 3x, Hired an Assistant & Used Insights to Refine her 'Messaging & Positioning'



## Christine Springer

CEO & Founder, Rising Culture Group

RisingCultureGroup.com

Arlington, VA



**BoldHaus Collective Member Since: 2017**



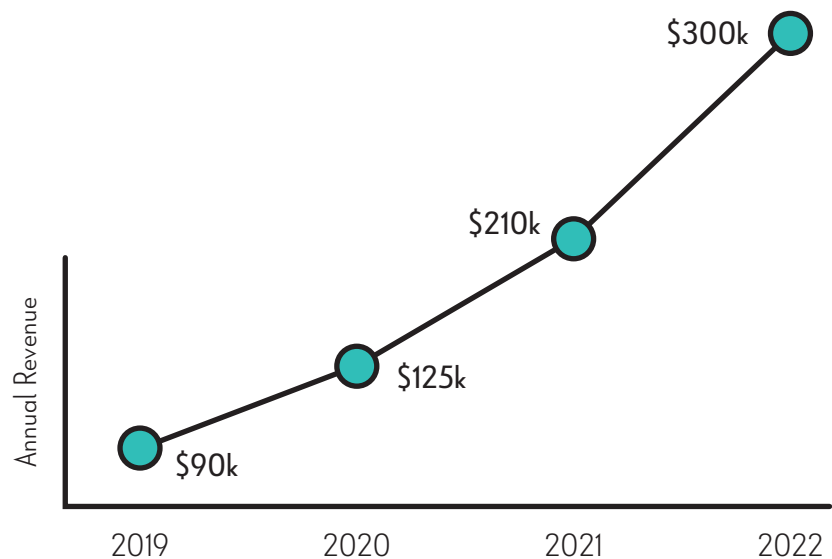
**RISING CULTURE™**  
GROUP

### BOLDHAUS PROGRAMS:

- ➔ BoldHaus Collective
- ➔ BoldHaus Masterminds
- ➔ BoldHaus Annual Conference
- ➔ Workshop Sundae

### RETURN ON INVESTMENT:

- ✓ 3x growth since 2019
- ✓ First-ever corporate client
- ✓ First-ever 6-figure deal
- ✓ First-ever 5-figure month
- ✓ Turned annual revenue into avg. quarterly revenue
- ✓ Hired an assistant



To learn more about the BoldHaus Collective - and how you can take your expert-based business to the next level — [book a 'Haus Call](#) with us here.

### What expertise do you bring to other businesses and the world?

We help leaders and teams work more effectively together through individual coaching, 1-on-1 leadership development, and team leadership development to improve trust, communication, and accountability across organizations.

### How has your mindset shifted being a part of BoldHaus masterminds?

More than ever, I feel confident in having conversations about problem solving. I know how to close the sale in a way that feels authentic and powerful. I now know where exactly I can charge more and feel more comfortable in doing so.

### What was your biggest breakthrough as a result of the BoldHaus mastermind program?

First, BoldHaus helped me understand how to use insight studies and projects to acquire warm prospects. Then they helped me build a thought leadership platform and refine the problem I helped organizations solve. Using techniques I learned on group calls, I restarted a conversation with an old client that led to more than \$100k of new business.

### What BoldHaus strategy has made the biggest impact on your results?

The thing about BoldHaus is that you don't have to do every strategy; rather pick a few and be consistent. BoldHaus always over delivers, which is amazing. And the strategies are there when you need them.

### What fears or resistance have you overcome as a result of your work with BoldHaus?

I thought what I had to offer Corporate America was really narrow in application. I thought people would judge me because I had a different career previously. I used to be a physical therapist and now I weave physical therapy stories into conversations about corporate culture. I have much more confidence now to appreciate and leverage the connections in my experience before to how I can help clients now.



### What advice would you offer to other business owners?

You can figure things out on your own and it will likely take longer than you expected and you will definitely miss things. Why not harness the collective wisdom of the BoldHaus community? The fastest path to making more money is to couple what can be learned from the experts with advice from businesses already growing using the proven strategies we are employing now.

