1. Navigating Growth: Kahl Orr's Rise and the Role of Bench in Scaling Success - YouTube

<https://www.youtube.com/watch?v=hHLt7F8Z8Lw>

Transcript:

[Music] foreign years back our Focus was predominantly on building applications both web applications and mobile applications which is very much Project based work as we've grown we've expanded our service offering to include more of the marketing services so this year what we're doing is we're actually going to be building and implementing our own client portal to kind of streamline the delivery of our marketing campaign services our goals are related to streamlining the delivery of our marketing services this year and kind of

eliminate some bottlenecks and things that have been causing us headaches in years prior [Music] thank you we subscribe to many services and our our finances are kind of all over the place um so having bench to kind of consolidate all of our accounts and handle that uh upfront bookkeeping has really provided a ton of value since we last connected I'd say we're probably saving twice as much time just because the number of entries has more than doubled I think the big value for me is it just gives me a lot of confidence

going into discussions with our financial advisor and our CPA whenever we're either dealing with a tax season or making a determination on what our finances are looking like and what we can invest in [Music] bench has been really instrumental in helping us track our cash flow again because of the ebb and flow nature of our business it's very important that we kind of keep track of our anticipated expenses many of our campaigns are structured in six or twelve month increments many of our projects are either three to six months and being

able to forecast our expenses and kind of keep track of what each project has cost and kind of help us calculate that profitability per project has enabled us to forecast more accurately reports were able to extract from bench again kind of allows us to consolidate everything into one View and get a good idea of what we're spending on and where we might be able to either cut costs or optimize our spend Empower your people with the tools and information they need to do what they're good at and kind of stick to what you're

good at which is running the business [Music] thank you [Music]