



Cool Hollow Solutions

Solutions for Evolving Businesses

Mark & Hannah Richards



About Us

- Mark & Hannah have been married **nearly 20 years**, cultivating their idyllic life with their two teenagers (Luke & Lyla) and their dog (Ellie)!
- Living in **Greencastle, PA with business headquarters in Chambersburg, PA**, they've aimed to help business owners both locally and nationwide!



Meet the Team!



Mark Richards

FOUNDER

Mark founded Cool Hollow with one main objective, "to make sure entrepreneurs' businesses are providing for them what they wanted in the first place." But what does that mean? Mark's role as Cool Hollow's Business Consultant allows him to walk side-by-side with business owners, helping them navigate the ups and downs of running a successful business by constructing financial strategies, succession plans, and operational systems.

"Watching clients achieve real growth, business and personal, that's rewarding. I love making friends out of clients."



Hannah Richards

OWNER/CONSULTANT

Hannah is Cool Hollow's Development Consultant and co-owner of the company. Her primary focus is meeting with businesses to help them sustainably grow and thrive. Seeing her clients have "light bulb moments" is what keeps her motivated. Whether that's reorganizing a team based on personality assessments, working through conflict, or gaining clarity on their values as a business, Hannah walks side by side to help her clients' companies run optimally.

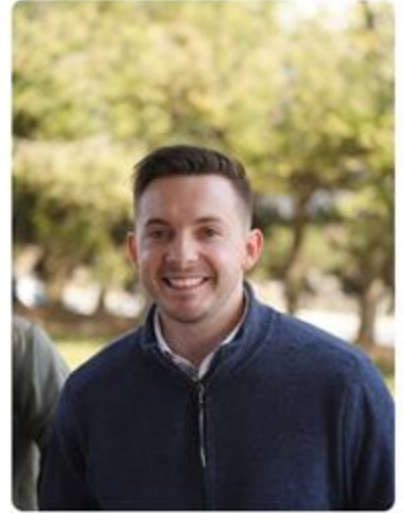


Kathy Pierce

OPERATIONS MANAGER

Kathy's eye for detail makes sure your new strategies or reorganization runs smoothly.

"Seeing individuals and businesses sort through their struggles is rewarding. I love to see them thriving and growing."



Cam Hileman

BUSINESS DEVELOPMENT CONSULTANT

Cam is responsible for meeting with clients to ensure Cool Hollow's solutions are implemented seamlessly into their daily operations.

"Being able to interact with local businesses to help them identify solutions, promote growth, and enable them to continue providing for their communities is a major privilege to me."

Primary Markets

- Technology Companies, Car Dealerships & “Pick-Up Truck” Companies
- Businesses in any of these 3 “modes”:
 - **Growth Mode** - Actively pursuing expansion, increased revenue, etc.
 - **Transition Mode** - Exploring sale of business, succession planning, etc.
 - **Crisis Mode** - Navigating some pain points organizationally, financially, etc.
- Engagement Timeframes: 6 months to 3+ years



Cool Hollow Solutions

Goal: To be a **STRATEGIC PARTNER** with the business owner and accelerate their vision into a reality

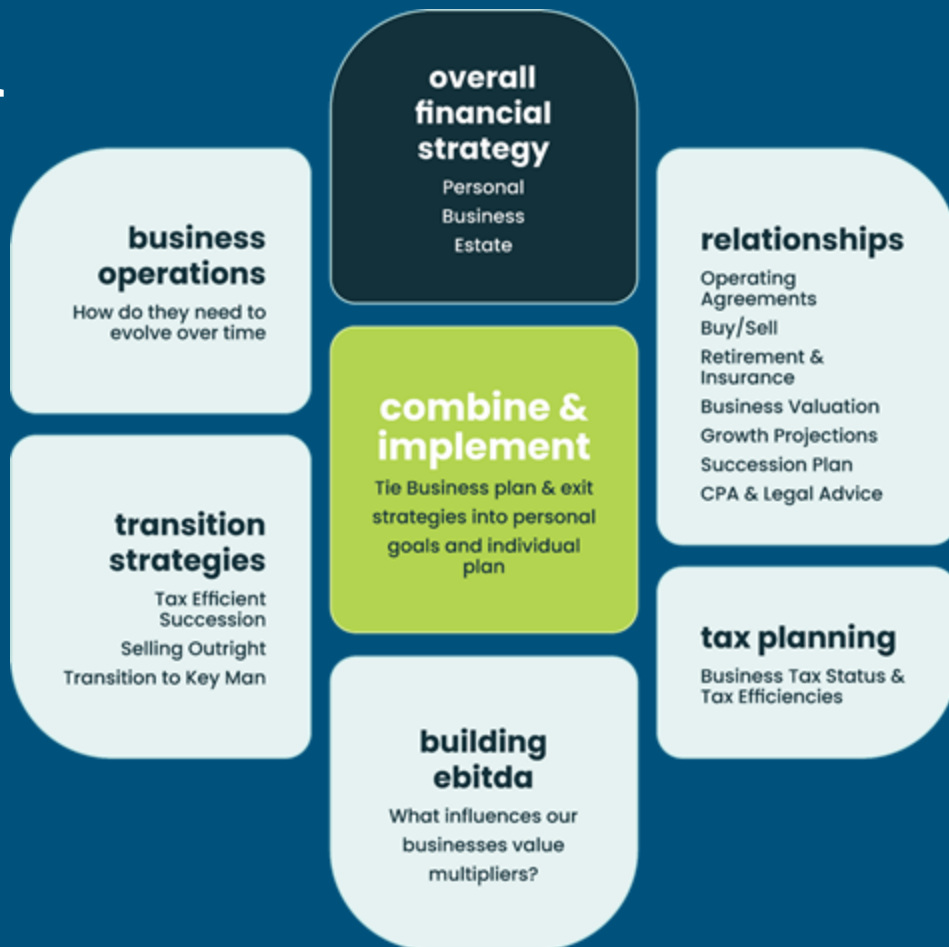
**Who has worked with a Consulting Partner before?
What was your experience?**



Solutions + Financial

Goal: Aligning your *Financial Strategy*—both *personal & business*—with the *current operations, actions & goals* of the business.

Who works with a CPA & have you ever felt that they are more *reactive versus proactive*?



Common Pain Points

What are the biggest pain points you have experienced among your own team?

What actions have you taken to try and address those?

Organizational Development

A **systematic process** for improving an organization's performance, culture, and effectiveness.



Where do we focus?

- Advisement on Hiring
- Organizational Chart Creation
- Systems & Processes (SOPs)
- Compensation Packages
- **Personality Assessments**

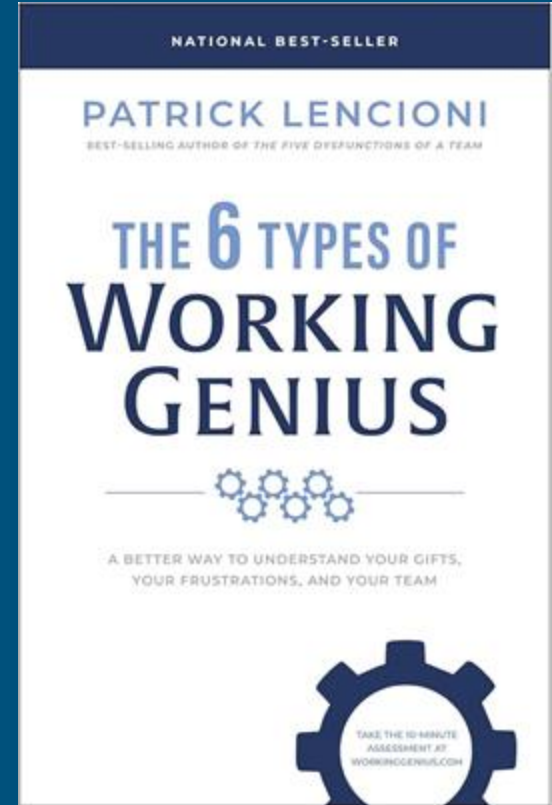


The 6 Types of Working Genius

Personality Assessment: questionnaire that analyzes characteristics, personality & tendencies of an individual

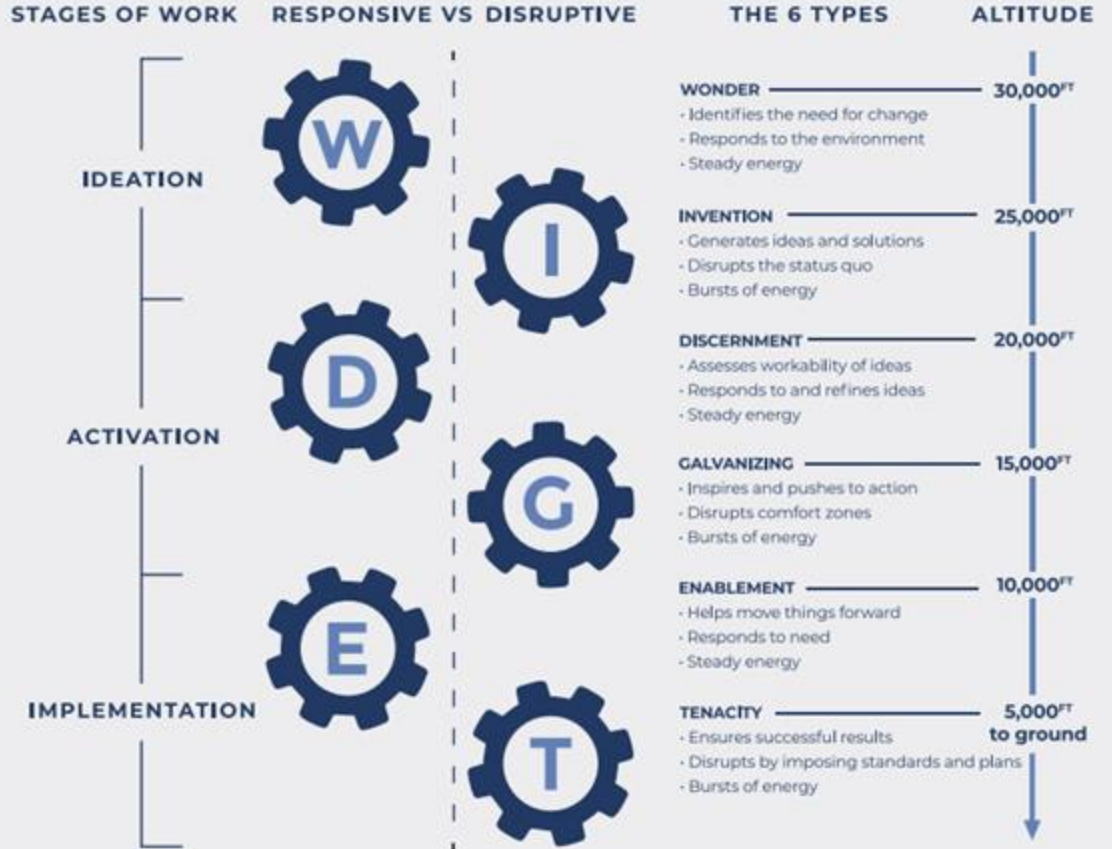
The 6 Types of Working Genius is the fastest method to:

- Help people identify the type of work that brings them joy and energy
- Avoid work that leads to frustration and burnout.
- Help cultivate effective & productive teams
- Increase fulfillment & culture within an organization



The 6 Types

What areas do you feel would be your geniuses?



Personality Example

Working Genius

- Invention & Discernment

Working Competency

- Tenacity & Galvanizing

Working Frustration

- Wonder & Enablement

Your Results

Mark, the information below summarizes the results of your assessment.

WORKING GENIUS:

Your areas of Working Genius are **Invention** and **Discernment**.



You are naturally gifted at and derive energy and joy from creating original and novel ideas and solutions.



You are naturally gifted at and derive energy and joy from using your intuition and instincts to evaluate and assess ideas or plans.

WORKING COMPETENCY:

Your areas of Working Competency are **Tenacity** and **Galvanizing**.



You are capable of and don't mind pushing projects and tasks through to completion to ensure that the desired results are achieved.



You are capable of and don't mind rallying people and inspiring them to take action around ideas, projects, or tasks.

WORKING FRUSTRATION:

Your areas of Working Frustration are **Wonder** and **Enablement**.



You aren't naturally gifted at and don't derive energy and joy from pondering the possibility of greater potential and opportunity in a given situation.



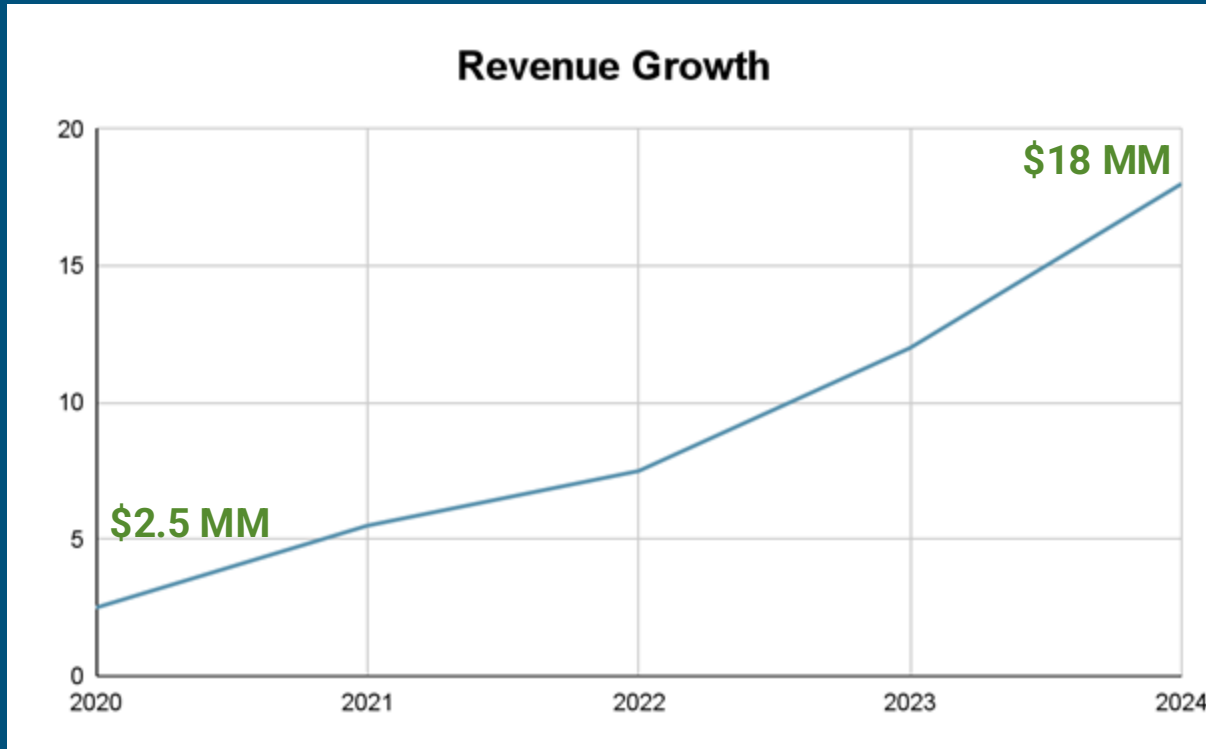
You aren't naturally gifted at and don't derive energy and joy from providing others with encouragement and assistance for projects and tasks.

Client Case Study: Willoughby Construction



- **About Willoughby**
 - Family-owned company based out of Hagerstown, MD
 - A certified women-owned MBE, DBE, and SBE company and Veteran Administration approved contractor
 - Operate both in private and public sectors of commercial construction
 - Specialty: operating as a commercial general contractor for new construction and remodeling of quick-serve and fast-casual restaurants through the Mid-Atlantic and Southeast states
- **Founded by Alicia & Gerard**
- **Began working with Cool Hollow in August 2020**
- **Merged with QB in March 2024**

Willoughby Revenue Growth



Year	Revenue (in millions)
2020	2.5
2021	5.5
2022	7.5
2023	12
2024	18

Core Issue

Are the ***RIGHT PEOPLE***
in the ***RIGHT SEATS?***

Disruption among
the founders &
other team
members due to:

- *Lack of Clear Expectations / Consistent Environment*
- *Differing Personalities & Not Understanding How to Manage*
- *Frustration*

Steps Taken



Review of Current
Organizational
Chart & Team
Members



6 Working Genius
Personality
Assessments - Full
Team



Analysis of Results



Workshop of HOW
to interpret results,
where changes
could be made, etc.



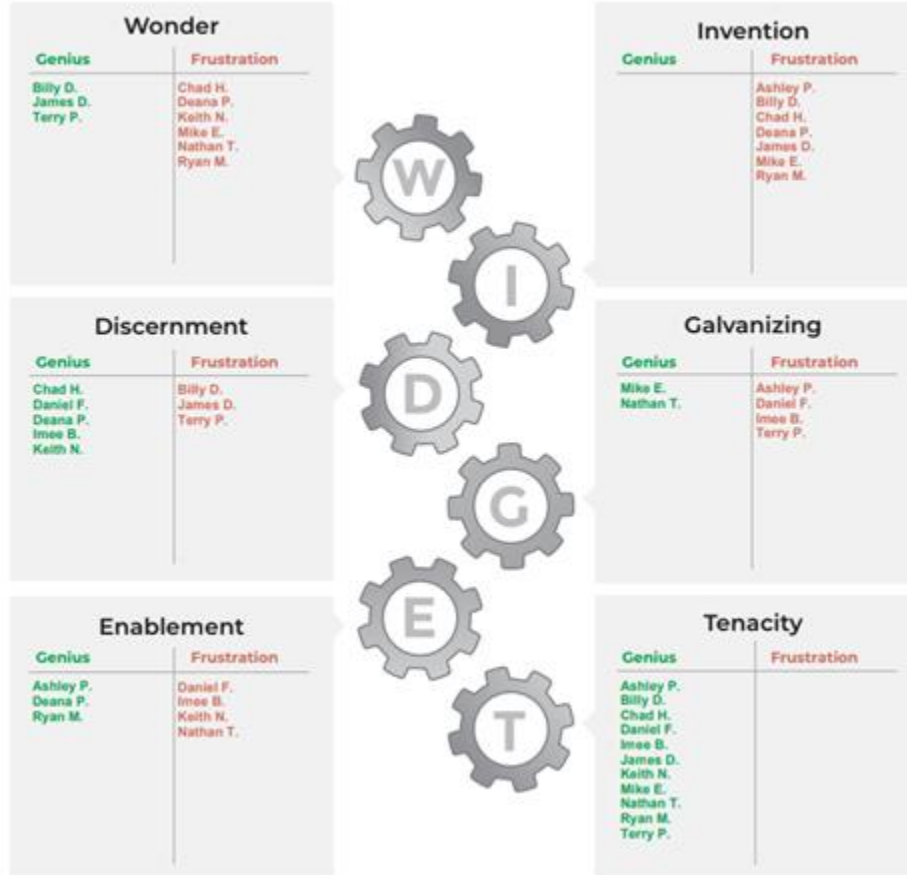
New
Organizational
Chart, SOPs, etc.



Implement &
Repeat!

Team Map

Team Map Sept Team



End Results - Organizational

- Moving Gerard to a more traditional CEO role with *clear roles & responsibilities that focus on his GENIUSES and avoids his FRUSTRATIONS!*
- *Redefining Alicia's role to better align with what she enjoys* and where she sees herself moving career wise.
- Creating a *new Organizational Chart/Chain of Command that allows the systems & processes of the company to function with purely OVERSIGHT from Gerard*, not full engagement.

Cool Hollow Offerings - 6 Working Genius

Management Team

- Personality Assessments for the Management / Executive Team

Full Staff

- Personality Assessments for the Entire Organization

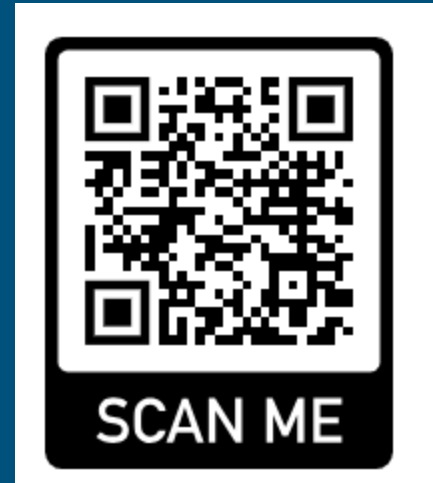
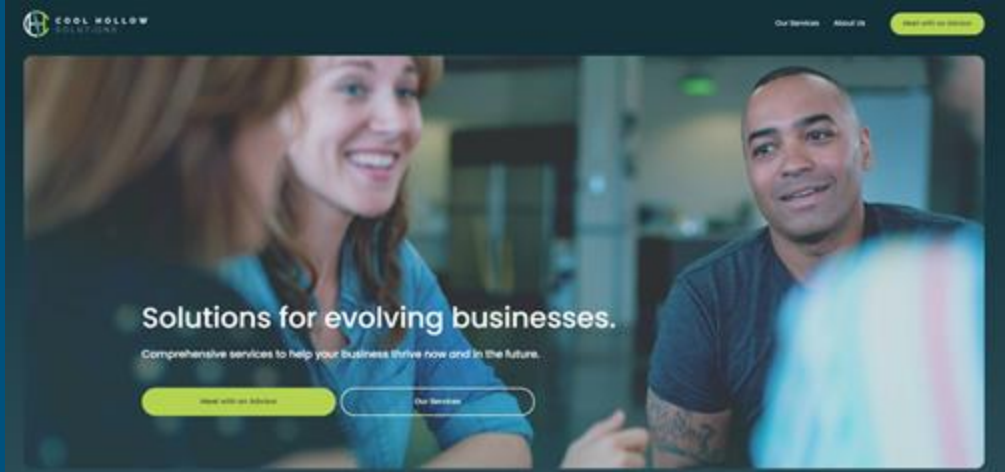
Team Workshop

- Personality Assessments for the Entire Organization
- 2-hour Workshop with the team to discuss, analyze & interpret the results

Where to Find Us

Cool Hollow Solutions Website: <https://www.coolhollowsolutions.com/>

Instagram: @coolhollowsolutions



THANK YOU!

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