



## CASE STUDY

### HINZ CONSULTING

Bill Hinz

Chief Strategy Officer

### WEBSITE

<http://www.HinzConsulting.com/>

### INDUSTRY

Government, Proposal Development,  
Capture Management, Technology

### EMPLOYEE COUNT

40

### ABOUT BILL HINZ

Since 2008, Bill has helped clients win over \$4B in new work. Bill is an expert technical writer and strategist who also possesses more than ten years of experience in Information Technology (IT).

“This approach has really **pushed our team to be accountable and opened up communication pathways that don’t typically come to light**”

- Bill Hinz

## ABOUT HINZ

Hinz Consulting is a proposal development and capture management consulting firm. They help customers, including Fortune 100 clients, win US government contracts in every market.

Meld helps Hinz Consulting to coordinate their senior leadership team. Recently, they worked to design a metrics report that would be used to assess progress toward both short and long term strategic goals. It was important to Chief Strategy Officer Bill Hinz to drive deep alignment and understanding across the team to ensure the report captured the most critical and relevant information.

## 20 YEARS OF SUCCESS

As Chief Strategy Officer for a company approaching its 20th year, Bill is responsible for both driving Hinz Consulting’s long term vision and building a day-to-day culture of excellence.

Meld’ daily standups and accountability contracts provided a novel way for Bill to coordinate his team around a core strategic initiative.

### SHORT TERM GOALS

Design a **comprehensive quarterly metric report** that provides all departments with insights to drive decisions and performance.

### LONG TERM GOALS

**Build a culture of accountability** that is driven by a deep sense of shared responsibility. Bill is focused on fully unleashing the innovative power of his senior leadership team and their staff.

“Normally a project like this would get pushed to the back burner, and we’d try to tackle it all in a frantic 2-week stretch. **Using Meld, we not only created a better final product, but we ensured a deep level of buy-in and understanding across our core team.**”

- Bill Hinz

## FINAL RESULTS



By proof-testing their long term strategic vision against real, immediate, metrics they were able to affirm that they were focused on the right things and **everyone was on the same page about the path forward.**



**They eliminated the need for a lengthy (and ineffective) presentation and buy-in meeting** because everyone on the team already had insight into the entire process and was aligned on the goals.

