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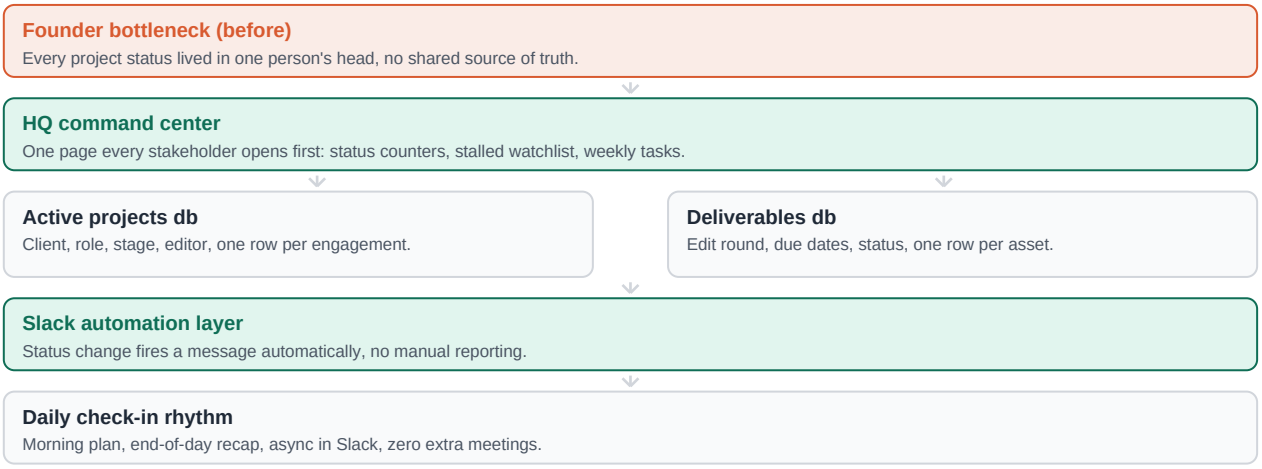
CASE STUDY — FROM FOUNDER BOTTLENECK TO SELF-RUNNING SYSTEM

Engagement: Millsaps · Commercial video production studio · Contract Project Manager, 6 weeks

THE PROBLEM

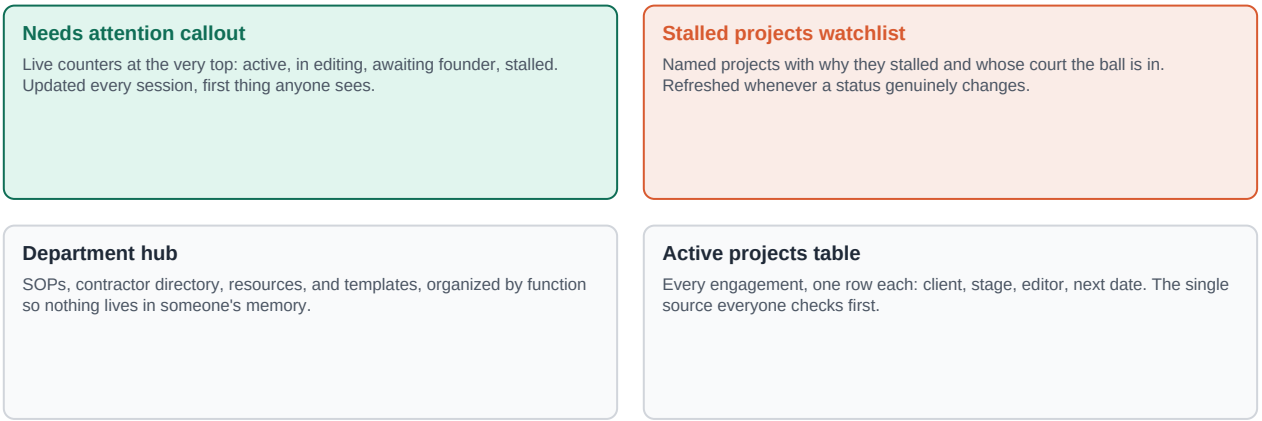
A growing, founder-led commercial video studio had every project status living in one person's head. There was no shared source of truth, no automated handoffs between the director, editors, and clients, and no reliable way to catch a stalled deliverable before it reached the client. As the studio took on more concurrent work, this single point of failure was starting to slow everything down.

HOW THE SYSTEM WAS STRUCTURED



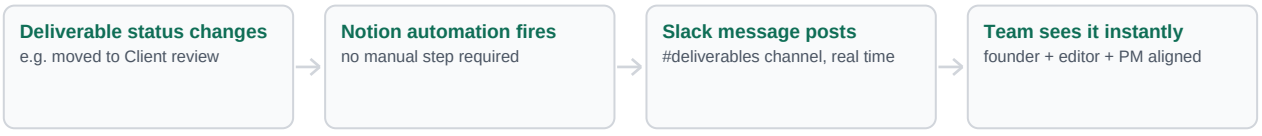
Built top-down from the actual bottleneck: a command center surfaces what needs attention first, two core databases hold the real work, and a daily async check-in replaced status meetings entirely.

INSIDE THE HQ PAGE



Kept current through a daily rhythm, not a scheduled cleanup: the founder's morning and end-of-day Slack check-in feeds directly into these sections, so counters and watchlists reflect real activity, not last week's snapshot.

HOW SLACK AUTOMATION CLOSED THE LOOP



Every status change posts automatically to the team's chat, so visibility no longer depends on someone remembering to report it.

THE OUTCOME

- System caught a stalled client deliverable on its own after 11+ days of silence, before it became a relationship problem.
- A duplicate project record was flagged and resolved before it caused confusion across two teams.
- Editor capacity gaps were surfaced ahead of deadlines instead of after they were missed.
- The founder began updating the system independently, a sign it had become trusted infrastructure, not a side task.
- The studio closed a new six-figure client engagement during the engagement, supported by the same system absorbing the added pipeline without added chaos.

HOW I WORK

I build systems around how a business actually operates, not a generic template. That starts with an audit, close listening to how a founder naturally communicates and decides, and tools designed to fit that rhythm rather than fight it. I favor lightweight automation over heavy process, and I believe a good system should make itself unnecessary to explain.

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