CUSTOMER STORY

# Conscious Minds adopts strategic operations, grows revenue 199%

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| **Headquarters** | Los Angeles, CA |
| **Company type** | Creative content studio |
| **Company size** | 75 employees |
| **Key integrations** | HubSpot, Harvest, Slack |

*[Growth stats to be highlighted visually.* [*Example layout*](https://www.rippling.com/customers/beam)*.]*

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| +199% revenue growth | +133% increase in profit | +107% increase in revenue per billable employee |

*\* Growth metrics represent year over year change from Q1 2021 to Q1 2022*

**The gist**

[Conscious Minds](https://cm.studio), a creative content studio, implemented Parallax to get real-time information and forecasts that could help the studio maintain its independence and operate more strategically and profitably.

**The challenge**

Conscious Minds is decidedly independent. The content studio believes scoping deals on a project basis versus retainers helps it maintain its independence and disrupt the inefficient ways of the creative industry. However, this project-based approach made it difficult for Conscious Minds to plan projects effectively and forecast critical business metrics, like utilization, revenue, and margins.

“It’s challenging to plan when running a time-based services business. Forecasting utilization and margin is also hard. We’ve always wanted to stay independent and away from retainer-based work. But in doing so, we found ourselves losing our freedom, handcuffed by a lack of planning tools,” said Cam DeArmond, CEO and managing partner of Conscious Minds.

Conscious Minds needed a strategic planning platform that integrated with its sales pipeline to operate smarter and track and meet business targets.

**The solution**

When Conscious Minds learned about Parallax, it was a welcome relief. Not only could Parallax offer a solution for the content studio’s project planning and resource management, but it was an intuitive product. The other professional services automation (PSA) tools Conscious Minds had evaluated were too clunky and complex for a creative studio that valued ease of use and simplicity.

Conscious Minds now uses Parallax as a critical component of its operations to:

* Determine which resources it needs to hire based on the capacity of its current resources and the resource needs of the deals predicted to close in the sales pipeline
* Allocate resources effectively and proactively across projects, accounting for target metrics like utilization
* Forecast, track, and measure key business metrics, including utilization, margin, and revenue
* Inform growth planning and forecast how the studio is performing against growth targets

“Parallax gives us the level of information we need to make the right decisions and then create new strategies to evolve old ones. Without Parallax, you’re just guessing, and anyone who wants to grow a business shouldn’t be guessing.”

* Cam DeArmond, CEO & Managing Partner, Conscious Minds

**What’s next for Conscious Minds?**

Conscious Minds is currently in the process of acquiring several creative and marketing services companies. The creative content studio will manage these acquisitions as separate entities, laddering them all up through the same systems as Conscious Minds. Parallax will serve as the fulcrum to those systems — helping the Conscious Minds with resource management and project planning across all of its newly acquired businesses.

**Additional testimonials for approval**

“There were PSA tools that had more features than Parallax in the early days. But these additional capabilities got lost in the sauce. They were so complex that it was not an intuitive experience. With Parallax, it’s so clear, simple, and easy.”

* Cam DeArmond, CEO and Managing Partner, Conscious Minds

“Parallax gives you boundless amounts of information and access, which allows you to become more efficient and make more money.”

* Cam DeArmond, CEO and Managing Partner, Conscious Minds

“The Slack integration with Parallax is very intuitive; it makes it easy for employees to approve time versus having to submit their time.”

* Cam DeArmond, CEO and Managing Partner, Conscious Minds

“Parallax gives businesses the control they need to grow. It helps them systematically apply a process that allows them to confidently invest in resources, double-down on the right decisions, and evolve the wrong ones.”

* Cam DeArmond, CEO and Managing Partner, Conscious Minds

“Before Parallax, we had processes but we didn’t have systems. Parallax is now the fulcrum for so many of our systems: the things that are coming into the company and the things that are going out to the broader team.”

* Cam DeArmond, CEO and Managing Partner, Conscious Minds

“Parallax has allowed us to provide unlimited PTO to our staff because we’re able to resource plan better. We’re not able to do this because we have an abundance of resources. We don’t. We can offer unlimited PTO because we can plan projects against it. We now require our staff to take two consecutive weeks off each year and two consecutive days off each quarter.”

* Cam DeArmond, CEO and Managing Partner, Conscious Minds