

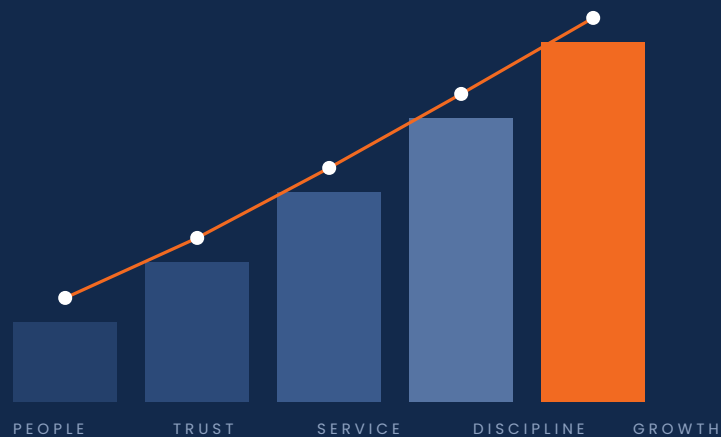
PRESENTED BY 1970 SOMETHIN'

THE SYSTEM IS THE STORY · CASE STUDY NO. 2

CLIENT CASE STUDY: EMORY WORKFORCE SOLUTIONS

BUILDING THE SYSTEM BEHIND THE GROWTH

A staffing firm renamed itself to describe a larger ambition. The transformation came when its functions began reinforcing one another.



A company can change its name in a day. Becoming the organization the name describes is a different kind of work—and it does not happen one department at a time.

THE CONDITION

What began as Emory Staffing became Emory Workforce Solutions. The new name carried a broader vision: moving beyond placements to become a workforce partner—one capable of supporting employer growth, business continuity, long-term talent strategy, and stronger communities.

The vision was sound. It had simply advanced faster than the operating model beneath it.

Leadership, operations, sales, finance, and marketing were all active. But they were not always aligned around the same priorities, the same assumptions, or the same measures of success. Each function was working. The system was not.

THE HIDDEN PROBLEM

Growth of this kind is usually diagnosed function by function: sales needs pipeline, marketing needs reach, finance needs controls. Emory's situation resisted that framing.

No single department was the problem. The problem was that the departments did not yet constitute a system—a set of functions that inform and reinforce one another. A company can get larger in that condition. It cannot get stronger.

THE INTERVENTION

1970 Somethin' worked across the whole of the business: strategic clarity for the founder; support across operations, sales, and finance; execution and leadership of marketing; alignment across functions.

The work did not treat departments as silos. Commercial activity was connected to delivery capacity. Marketing was tied to customer experience. Financial discipline became part of growth planning rather than a constraint on it. Feedback from sales, operations, finance, marketing, and customers became a shared learning system, tested against real-world results.

Artificial intelligence was adopted on the same principle—not as an initiative, but as connective capability, from business development through customer experience. It reduced repetitive work, improved consistency, strengthened internal coordination, and helped the organization respond more quickly to information already moving through the business.

THE EVIDENCE



Growth and profitability advanced together—a pairing less common than either alone. Just as telling was the company’s more disciplined definition of success:

- stronger margin discipline, and quality over quantity;
- improved financial controls and reduced dependence on factoring;
- improved AR/AP cycles and greater capital readiness;
- diversification across geographies and verticals.

“The opportunity was never simply to build a larger company. It was to build an organization worthy of the trust our clients, employees, and community place in us every day. Once we focused on building the system instead of chasing the result, the results began taking care of themselves.”

AHJE PALMER · FOUNDER, EMORY WORKFORCE SOLUTIONS

THE LARGER MEANING

The new name was not the transformation. The transformation occurred when leadership, operations, finance, marketing, technology, and customer experience began reinforcing one another—when Emory Workforce Solutions became capable of learning from its own performance.

The numbers matter. But they were not the transformation. They were what the transformation made possible.

A NOTE ON RECOGNITION

When the vision has moved beyond the system supporting it, the next step is not more activity. It is clarity.

If parts of this account describe what is happening inside your own organization, that recognition is worth a conversation.

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