

# Turn what if *into what's next*

How agility  
creates  
opportunities  
and drives  
transformation



**AGILITY AT WORK.**

## What if your organization ...

... took a sledgehammer to silos.

... built the perfect technology to drive growth.

... hummed with shared purpose.

... stopped imagining change—and actually started acting on it.

We asked ourselves these questions and then answered them. In doing so, we transformed ourselves, unifying our various brands within a new organization, represented by two connecting brands: **Highspring and Vaco by Highspring.**

The foundation of our new approach is **agility at work**. It's what allowed us to ditch the old ways of consultancies and staffing agencies and move with greater clarity, velocity, and purpose.

### THE RESULT

**We've integrated strategy, execution, talent, and technology, forming a new, dynamic balance.**

Our newfound agility allows us to find new opportunities and tackle any challenges in an increasingly uncertain world.

**Even better:** It allows you to do the same.

"Businesses today face unprecedented challenges, from talent shortages to digital transformation. Our clients need something new, so we're changing. Our new approach is more than a commitment to helping organizations navigate change. We bring a new unified approach, equipping businesses with the strategies, talent, and execution needed to drive shared outcomes and long-term success in the face of relentless change."



**Brian Waller, Co-Founder of Vaco and CEO of the newly named Highspring**

# What is agility at work?

The companies that succeed are the ones that adapt, innovate, pivot, and show resilience.

That's **agility at work**. It's also our purpose, our mission, our core value we share with clients. Agility at work is what sets us apart and what will set you apart too.

Our agility comes from integration, ensuring that our people, processes, systems, and resources work together. It's also what can help your company become the most efficient, competitive, and profitable it can be.

"A company's strategy should deliberately focus on unique activities that deliver value to its customers in ways the competition cannot replicate."

Jeff Henry, President, Consulting, Highspring

## The pillars of agility

Every structure needs something solid to hold it in place. At **Highspring and Vaco by Highspring**, our talent solutions division, what keeps us stable are our pillars—strategy, execution, and talent. All are further supported by the latest technology.

That support is critical. An earthquake of change is rattling the business landscape. Advances in technology, shifting customer expectations, and massive shifts in geopolitics and regulations are sending tremors around the globe.

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**90%** Nine out of ten executives believe organizational **agility is critical** to business success

—Agile Business

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Agile companies will feel the ground shake, but their pillars won't budge. They are steadfast, solid, stable—even when everything around them feels ready to collapse.

We've learned this from experience. We've learned how to integrate our pillars, removing friction and uniting our top-down vision with a commitment to innovation and execution.

Doing so isn't easy, but it's essential if you want the agility to thrive in this rapidly changing world.

# What agility unlocks for your organization

Most organizations recognize the importance of agility. They just can't achieve it. And that's because integration is hard.

But when leaders can make company-wide integration happen? It's magic. Operational, cultural, and technological initiatives align to amplify individual team efforts. Transformation plans run in parallel and then effortlessly sync back up. Urgent fires are put out quickly, so long-term strategy is never put on the back burner.

**The result:** Agility at work.

The three main benefits of company-wide integration include:

- 1 | Long-term thinking.** Leaders can focus on solutions that don't just benefit the business short term but also create lasting growth and a long-term competitive advantage.
- 2 | Lock-step goals.** When silos are removed, people from across the organization can execute on high-level business goals as one, unified team.
- 3 | Durable investments.** Companies that understand the technology systems they buy save money and gain tremendous efficiencies.

"Just giving clients a playbook isn't enough. As the business landscape changes, companies need a strategic partner who can help them find new opportunities and overcome unexpected challenges. That's Highspring. And that's agility at work."

Margaret Lilani, Chief Revenue Officer, Highspring



# How to build agility and create an integrated enterprise

An enterprise isn't integrated by default. It requires intentional design, uniting strategy with execution and ensuring that technology helps people to reach their full potential.



## Connect strategy with execution

You can have the best strategy in the world, but if it's disconnected with the ways in which you're going to carry it out, you might as well have no strategy at all.

To make collaboration easier, businesses need to standardize the way they make decisions and implement their strategy across departments.

"Organizations that excel at execution don't wait for change to come to them. They create momentum, act decisively, and set the pace for everyone else."

Michael Splittorf, President,  
Managed Services, Highspring

## Agility at work



We've integrated strategy, execution, talent, and technology, forming a new dynamic balance.



## Make technology the link, not the obstacle

From artificial intelligence (AI) to cloud tools, technology should simplify the way you work, communicate, and interact with people. It should improve efficiency, propel growth, and serve as the backbone of your business.

But that only happens if your tech stack is linked to your overall strategy, execution, and people. Sadly, many companies only use a portion of their tech capabilities—the rest is divorced from the way they do business.



## Give people the power to drive the future

The people who work for your company fuel your long-term success. They're the ones who work together to find new opportunities and overcome challenges.

Your destiny is theirs. Their agility and integration determines your fate. Giving them opportunities to learn and grow will pay dividends, building your company's resilience and value. Failing to do so will lead to collapse and stagnation.

"Technology is the connective tissue that binds strategy, talent, and execution."

**Jake Shepherd, Sr Managing Partner, Highspring**

"You will not reach your potential without the right talent. You can take that to the bank."

**Kevin Witt, President, Vaco by Highspring**



# Agility at work is the only way forward

Businesses that operate in silos waste time, resources, and opportunities.

Strategy without execution is wishful thinking. Talent without direction limits potential. Technology without connection creates more complexity.

At Highspring and at Vaco by Highspring, we eliminated these barriers by ensuring that strategy, execution, talent, and technology operate as one. We've created a structure where decisions translate into action, technology enhances performance, and leadership positions teams for success.

Agile businesses are twice as likely to achieve high levels of innovation –[Harvard Business Review](#)

And we own the outcome with you, staying focused on the long-term, so you can operate confidently and flexibly, no matter how fast the landscape shifts. With the right road map, every decision is a step ahead, not a step behind.

## Our goals are your goals.

Making your company more agile, resilient, and efficient

Giving your customers better value

Helping your talent become invested in your success

# Highspring and Vaco by Highspring exist because the old ways of doing business no longer work.

Companies must rethink how they plan, collaborate, and execute to keep pace with the speed of change.

We've already made that shift, and it's given us the agility we need not only to survive but to flourish. The companies that are truly in sync and move as one frictionless force, are the ones that will come out on top.

**We wanted that  
to be us. We want  
that to be you.  
Let's turn what if  
into what's next.**







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[highspring.com](https://highspring.com)

