



A PETRA CASE STUDY

FranchiseRamp

From Founder-Led to Scalable Growth Engine

INDUSTRY

**Franchise
Marketing Agency**

EMPLOYEES

40+

HEADQUARTERS

Remote

THE CHALLENGE

After years of steady growth with EOS, FranchiseRamp hit a ceiling. While EOS provided structure, it lacked a strategic and financial engine to support the company's next stage of growth.

At the same time, the CEO was operating across nine roles—creating bottlenecks that slowed decision-making and limited scale. As the business grew more complex, leadership depth, accountability, and alignment across the organization could no longer keep pace.

PETRA'S IMPACT

Clarity. Structure. Scale

- **FOUNDER CAPACITY UNLOCKED**
- **STRATEGY CONNECTED TO EXECUTION**
- **LEADERSHIP TEAM UP-LEVELED**
- **FINANCIAL STRATEGY ACTIVATED**
- **STRATEGIC FLYWHEEL BUILT**

RESULTS THAT MATTER

40%

Increase in Run Rate
Since Engaging Petra

3x

Equity Value Growth

60%+

Employee Growth (25 → 40 Team Members)

“We went from me sitting in nine seats to two. That alone changed everything.”

— Aren Johnstone, CEO

With Petra, FranchiseRamp didn't just improve operations, they rebuilt the foundation for scale. By aligning strategy, people, and execution, the company transitioned from founder-driven growth to a system built to expand.

Leadership Structure:

The CEO transitioned from operating across nine roles to two, enabled by strategic hiring and clearer role ownership.

Strategic Alignment:

A strategic flywheel was implemented to connect long-term vision, annual initiatives, and quarterly execution.

Team Performance:

The leadership team was rebuilt and strengthened across key functions, improving decision-making and accountability.

Execution Rhythm:

Planning expanded beyond the executive team, increasing alignment and execution across all levels of the organization.

“EOS gave us structure, but Petra connected everything - strategy, execution, and financial decisions all started working together. That's when the business really began to scale.”

- Aren Johnstone, CEO

Petra has helped hundreds of companies and thousands of individuals create scalable organizations, better teams, and happier, more fulfilling lives for themselves.

Contact us today to see how we can help you grow your business!



petracoach.com