



A PETRA CASE STUDY

# HEALTH DESIGNS

INDUSTRY

Workplace  
Wellness

EMPLOYEES

50+

HEADQUARTERS

Jacksonville,  
FL



“*Petra was instrumental in helping us create a scalable, repeatable model that will carry us forward. The discipline and alignment we gained have been transformational.*

- Chris "Topher" Margolin, CEO, Health Designs

## BACKGROUND

Health Designs, a workplace wellness company, helps organizations create healthier, happier employees through comprehensive wellness programs. In 2019, CEO Chris "Topher" Margolin acquired the company, stepping into his first CEO role in a new industry. Just months later, the COVID-19 pandemic struck, disrupting business operations and presenting immediate challenges. Health Designs needed to stabilize its core business, maintain its culture, and position itself for future growth.



### Challenges Faced:

#### Revenue Decline:

COVID-19 reduced company revenue by nearly 60% as workplace-based wellness programs were disrupted.

#### Need for a Scalable Framework:

Health Designs had a strong culture but lacked repeatable, process-driven systems for execution.

#### Leadership Alignment:

The leadership team needed a structured way to focus on strategic priorities and execution.

Petra provided Health Designs with a structured framework to solidify its foundation and prepare for long-term success. Through a clear execution model, strategic planning, and leadership development, Health Designs turned crisis into an opportunity for growth.

### **BHAG & ONE-PAGE PLAN (OPP):**

Petra helped refine the company's vision and create a roadmap for execution.



### **MEETING RHYTHMS:**

Daily and weekly huddles, along with quarterly and annual strategy sessions, ensured alignment and accountability.

### **LEADERSHIP DEVELOPMENT:**

CEO Chris Margolin and his team gained clarity on decision-making, organizational priorities, and hiring for cultural fit.





# Outcomes Felt Throughout the Organization



## **Stronger Leadership & Culture:**


The leadership team became more aligned, and the company maintained its strong culture through structured processes.

## **Clear Communication & Focus:**

Meeting rhythms and strategic planning helped Health Designs focus on long-term success instead of short-term reactivity.

## **Scalability & Growth:**

The company positioned itself for sustainable growth, ensuring its wellness programs could expand efficiently.



By implementing Petra's framework, Health Designs transformed its approach to leadership, strategy, and execution. The company now operates with a clear vision, structured processes, and a resilient culture that supports long-term success.

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!



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