

CASE STUDY: CIRCA

Aligning leadership and setting a mission-driven course at a high-growth SaaS company



Circa

Circa is a SaaS provider of HR compliance and talent acquisition solutions with a focus on diversity, equity, and inclusion.

Central to Circa's mission is that diverse teams have the power to transform business. Circa is a catalyst for 21st century organizations to build high-performing diverse teams based on research that shows companies want to shift from diversity as a program to diversity as a business strategy.

CHALLENGE

Circa was acquired by Gage Capital in 2015. A few years later in 2019, Patrick Sheahan joined the company as CEO and inherited the leadership that was in place. For several members of his management team, it was their first time working together and thinking holistically about the long-term vision of the organization. Sheahan remarked, "Oftentimes when you're the CEO, you feel like you're maybe a little bit alone in trying to drive accountability and alignment with your leadership team."

SOLUTION

Circa partnered with Silver Rock on two separate engagements focused on solidifying the value proposition of Circa's products externally to the market. Equally important was ensuring the internal understanding of Circa's offerings in the hearts and minds of colleagues, which would unify them around a common purpose.

According to Sheahan, "Silver Rock had deep domain knowledge of what the Circa business was....that enabled a much more focused, targeted, and efficient follow-up." Silver Rock's role as a trusted advisor also allowed Sheahan to be a part of the processes rather than a driver. Sheahan commented on his ability "to participate in a way where I'm a peer to the leadership team" further elaborating, "It's critical that you have someone that you can count on that's standing up in front of the room and has the resources to work with smaller teams."

RESULTS

Silver Rock co-created with Circa an actionable strategic framework to guide the company's people and processes. Sheahan explained, "We left our strategic planning sessions with clear objectives, with clear alignment on what our high-level strategic objectives were as a team. And we hold ourselves to those. We measure them and we track our performance relative to those objectives, not only monthly but every week." He continued, "Circa's a much more attractive business to recruit, for employees to join the organization. And the market knows who we are now and for what we stand."

Sheahan described Silver Rock as "nimble, targeted, and effective", and shared that they "challenged us from an idea generation standpoint, from product creation, and what we wanted to reach for as a brand. He stated, "Silver Rock was a great partner to Circa, and they're going to continue to be a great partner for Circa."



"We rebranded our business as Circa in 2020. And much of the work and effort that the Silver Rock team helped us with in our planning sessions lead us to embracing diversity, equity, and inclusion as our mission. And it's been transformative"

Patrick Sheahan
CEO