


ASA Thrive 2025 Executive Summary Driving Revenue From Where You Sit

YOU = REVENUE

No matter what your title, your actions influence revenue. Whether you are in finance, HR, recruiting, marketing, IT, or customer service, every decision you make either drives momentum or creates friction.

 Revenue is everyone's job, because revenue is the result of everything we do well.

MINDSET SHIFT: THINK LIKE A MINI-CEO


Mini-CEOs do not wait for permission. They fix what is broken, improve what is working, and act with ownership.

Ask yourself:

What process would I change if I owned this team?

Where are we leaking time, talent, or trust?

What is one thing I can influence this month?

 Teams with this mindset innovate faster and deliver more consistent performance.

🔗 WHY REVENUE SHOULD MATTER TO EVERYONE

When revenue targets are achieved:

- 📁 More resources = training, development, promotions
- 💰 Budget stability = stronger benefits, better tech/tools
- 📊 Growth = new career paths, leadership opportunities

This is not about pushing people to sell. It is about helping them connect their role to what fuels the business.

💬 “If you want your team to care about the business, show them how they’re part of it.”

🔍 REFLECTION QUESTIONS FOR EVERY ROLE

Connection – How does my work affect the customer experience or journey?

Efficiency – What bottlenecks can I reduce or eliminate?

Support – How can I better support sales, delivery, or client-facing functions?

💡 Pro Tip: Use these 3 questions during team meetings or 1:1s to embed a growth mindset across your org.

DEPARTMENTAL REVENUE IMPACT EXAMPLES

HR	Reduces turnover → lowers recruiting & training costs.
IT	Improves uptime → enables sales productivity.
Ops	Streamlines workflows → faster delivery & client satisfaction.
Finance	Optimizes cash flow → strengthens reinvestment ability.
Customer Success	Increases retention → boosts lifetime value
Marketing	Improves targeting → generates qualified leads.

CULTURE OF CONTRIBUTION

Example: The Disney Sweatshirt Story


I bought a sweatshirt at Disney that was damaged on a ride. The ride attendant told me to go to the store right outside the ride. When I went in, they were already expecting me, the employee replaced it—no receipt, no debate.

What did that moment prove?

Employees are empowered to do the right thing.

Culture is not a poster; it is a daily decision.




That \$75 refund created a lifetime of brand equity.

 When employees feel like their decisions matter, performance and loyalty follow.

QUOTE TO REMEMBER

“Every decision adds or subtracts—choose to add.”

YOUR ACTION PLAN

-  Identify one friction point you can improve this week
-  Start a conversation with someone outside your team
-  Ask your manager: “Where can I help move the needle?”

OPTIONAL SELF-ASSESSMENT


On a scale from 1–5, rate yourself:

I understand how my work contributes to revenue.

I regularly look for ways to improve efficiency.

I collaborate across departments to drive success.

I feel empowered to speak up or take the initiative.

 Score 12+? You are already adding major value. Score <12? Great news—you have room to grow.

BUSINESS IMPACT SNAPSHOT

Why This Matters to the Business:

- Aligned teams are 67% better at closing deals (Source: Marketo, The Definitive Guide to Lead Generation)
- Companies with highly engaged employees are 21% more profitable (Source: Gallup, State of the Global Workplace)
- Just a 5% increase in customer retention can increase profits by 25% to 95% (Source: Bain & Company)

📌 RESOURCES FOR FUTURE GROWTH

- [Article] 'Everyone Is in Sales Now' – Harvard Business Review
<https://hbr.org/2013/07/everyone-is-in-sales-now>
- [Report] 'State of Sales 2023' – Salesforce Research
<https://www.salesforce.com/resources/research-reports/state-of-sales/>
- [Podcast] Past the Pitch Podcast – Hosted by Anna Frazzetto
Podcasts and Sales Tips of the Day
Watch on YouTube: <https://www.youtube.com/@PastthePitchPodcast>