GreenStep Grows YoY Revenue by 716.4%

The Challenge

An award-winning sustainability consultancy, GreenStep had outgrown its previous EOS coach and framework and needed a more granular approach to sustain its growth trajectory and turn growing revenue into strong profitability.

The Outcome

In just 13 months working with Quantum Edge Advisors coach Barb Kinnaird, the company achieved a 716.4% increase in profitability and a 36.76% increase in year-over-year revenue for 2025.

GreenStep keeps impact in step with growth and innovation

More than 16,000 organizations across North America have trusted GreenStep to help them measure and improve their sustainability performance since 2008.

As we move towards a low carbon future, the Kelowna-based consulting and software firm is working to take the complexity out of sustainability for businesses. Driven by a desire to broaden its impact the company invests in continuous innovation.

After several years of year-over-year growth and significant investments, Angela Nagy, GreenStep's CEO, felt the company needed a new framework and coach to help keep the momentum for growth and achieve profitability. When she discovered Metronomics, she recognized its potential immediately, but knew it would be most powerful with the right coach driving it. With her experience scaling a company globally and her mastery of Metronomics, Barb Kinnaird was the perfect choice.

> "I've got more time to focus on really continuing to grow the company and hitting our impact metric of eliminating a hundred times more carbon than we're responsible for as a company by 2030.
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> I don't have to worry about whether we're going to hit our targets this month because we hit them like clockwork now."
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> **Angela Nagy**
> CEO, GreenStep Solutions

716.4%	36.76%	13 months
Increase in YoY profitability	**Increase in YoY revenue**	**Working with Barb Kinnaird**

Why coaching + Metronomics was right for the next stage of GreenStep's growth

Looking back at what drew her to implementing Metronomics with the support of a coach, Nagy remembers feeling that GreenStep had outgrown the EOS framework and coaching that worked early on. She felt a disconnect between the performance metrics her team was tracking and the underlying drivers that moved the business forward. "Of course we were looking at our numbers, but what was missing was the key drivers of those numbers and the key metrics to make sure that everyone on the team is rowing in the same direction," she says.

As GreenStep added team members and onboarded new clients, the EOS framework didn't offer the depth of strategy and execution the company needed to maintain its growth trajectory. Having a system that gave its leadership team the opportunity to get more granular and aligned on strategy while building discipline, and accountability around execution were clear benefits of Metronomics.

Knowing that working with an experienced coach would help her and her team move through implementation to profitability faster and with better results, Nagy saw coaching as a critical part of the process. More importantly, she wanted to work with someone who could offer more face time and hands-on support than past EOS coaches had.

Driving profitability with one-on-one + leadership team coaching

Near the end of 2024, GreenStep started working towards improving profitability and deepening its impact with one-on-one CEO and leadership team coaching with Barb Kinnaird and Quantum Edge Advisors. Meeting with Nagy weekly and facilitating annual and quarterly planning with the senior leadership team, Kinnaird has been coaching the team to navigate the next stage of growth with Metronomics. She draws on deep experience with the system, having self-implemented it before bringing on a coach to support her and her leadership team in her former role as the CEO of a global diagnostics manufacturer.

In just thirteen months working with Kinnaird, GreenStep has completely transformed its strategy and execution, bridging gaps in metrics, accountability, alignment, and discipline with the Metronomics framework.

A NEW WAY OF LOOKING AT METRICS

Like many companies, GreenStep had always relied on financial reporting to measure and forecast performance. But while financial reporting is extremely important, it comes with three major limitations that can hold businesses back.

First, financial reporting looks to the past, not the future. These reports can help you identify issues with revenue, cash flow, and profitability. However, by the time they're available, the problems have already happened and you're dealing with them reactively. Second, if you're looking at financials alone, it's often difficult or even impossible to identify the source of the problem. Finally, fiscal reporting keeps companies stuck repeating the same mistakes by forecasting future performance based on the past. Those projections are a better reflection of where you've been than where you want to go.

For GreenStep, one of the keys to increasing profitability was to take a step back and revisit its metrics. Using Metronomics with coaching from Kinnaird, the company's leadership team identified non-fiscal metrics that could help them track the inputs that drive financial performance and allow them to set strategic targets for future growth, not past performance. As a consultancy, tracking and setting targets around billable hours made sense and gave GreenStep visibility into how hitting these non-fiscal targets impacts financial performance.

> “Much of our revenue and profitability depend on our team members working billable hours. We had overall visibility into how many billable hours were worked in each month, but one of the big pieces for us was being able to see that we were missing our targets because we were focused on fiscal forecasts only, instead of tracking the billable hours that drove those numbers.”
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> **Angela Nagy**
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> CEO, GreenStep Solutions

As GreenStep gained this visibility, its leadership team could take a more strategic approach to setting targets and tracking performance.

HOW TRANSPARENCY LED TO ACCOUNTABILITY

In addition to improving performance tracking and strategic planning, integrating non-fiscal metrics had a knock-on effect for accountability.

Over the years, Nagy and her leadership team recognized that they needed to build a better system for accountability, but they didn't know what that looked like. As they started to track and share targets around billable hours and impact, team members across the organization gained visibility into how their individual work contributed to the company's overall performance. Understanding why they were each responsible to hit a certain percentage of billable hours in a month had a dramatic effect on accountability.

> “It was really like a magic switch flipped. Once everybody started being accountable for their own billable hours, it was really one of the biggest changes that we saw as a company.”
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> **Angela Nagy**
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> CEO, GreenStep Solutions

TURNING TENSION INTO ALIGNMENT AND COLLABORATION

Better metrics and accountability created natural alignment across the leadership team, encouraging everyone to pull in the same direction. However, as GreenStep refined its strategy and transitioned to Metronomics, alignment didn't mean everyone agreed all the time. That's where having an experienced coach in the room made a real difference.

A skilled facilitator and former CEO, Kinnaird understood the weight those strategic discussions carried and helped the team navigate them productively. Even when disagreements came up, she knew how to keep the team moving towards a solution together. "We've become more comfortable challenging each other and pushing back. There have been challenging moments, but it's healthy to have that tension and work together to collaboratively find the best solution," reflects Nagy.

CLEARING THE WAY FORWARD WITH STRUCTURE AND DISCIPLINE

Building the structure and discipline to keep GreenStep on track for growth was another key concern for Nagy.

Guiding GreenStep's leadership team to implement the meeting cadence central to the Metronomics Growth System, Kinnaird helped them establish a daily, weekly, monthly, quarterly, and annual rhythm, with each meeting serving a specific purpose. This structure created clarity and transparency around the company's goals and how it was tracking to meet them. Just as important, it gave the leadership team the focus and discipline to tackle the most critical issues for moving the company forward.

The results: Profitability and peace of mind

Since bringing Barb Kinnaird on as a coach, GreenStep has transformed its business and established a solid foundation for even stronger growth in the future. The company not only achieved a 716.4% increase in profitability and 37.67% increase in revenue in 2025, but it was also named Mid-Sized Business of the Year at the Kelowna Chamber of Commerce Business Excellence Awards.

More importantly, the team is aligned on a strategy and execution plan with the right metrics, accountability structure, and level of discipline for its next stage of growth. With all of this in place, they know they have the tools and knowledge to handle any new challenge that comes up. "We all feel at ease," says Nagy. "We know our numbers so well now and we've made changes to ensure that even if we were to lose a part of our revenue, we have the level of confidence to know what to do."

With the entire team moving in the same direction and achieving great results, Nagy has been able to step back to focus on strategy and the future of GreenStep. Having Kinnaird in her corner means she can do this with the support of a trusted advisor who offers a sound perspective on new ideas and challenges as they come up.

Moving towards creating a bigger impact

Now that it's on track to hit record numbers, GreenStep is focused on scaling its impact by growing its portfolio of international clients. While the company already serves customers in Europe, South America, and Australia, Nagy is excited to see GreenStep's international presence continue to grow. And she's confident that the foundation is in place to do it right.

She's also leading technology enablement and software development initiatives as part of GreenStep's three-year roadmap. By productizing its services, the company aims to scale more efficiently without compromising the level of service its clients have come to expect.

> "We've got this roadmap with our swim lanes, in Metronomics language. It's super clear for everybody. Our plans are to continue scaling our impact and scaling the reach of the work that we're doing."
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> **Angela Nagy**
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> CEO, GreenStep Solutions