



## Meet L&R

L&R is an established wholesale, direct to consumer, and e-commerce distributor of consumer products servicing more than 17,000 retail locations throughout the United States with over 40,000 different products. They specialize in categories such as cosmetics, hair care products, stationary, office supplies and toys, and operate three distribution centers in Arkansas, Reno and New Jersey.

Over the years, they have worked hard to create a company-wide atmosphere of collaboration—called “**The L&R Way**”—among their **1,200+ employees** that is now a core part of their operating framework. The L&R Way encourages employees to listen and learn, challenge the status quo, be in gratitude, and act decisively.

Yet even with all of that time and effort spent up front, they were still struggling to collaborate effectively and get work done.

Minor inefficiencies were adding up that not only wasted team members’ time, but caused needless frustration and impacted employee morale. Like many companies, they were spending more time searching for the information they needed to get work done than on the work itself.

When the COVID-19 pandemic hit and the entire company was forced to transition to remote work, these problems were only exacerbated. And all of this was going on while they were going through a tough acquisition that had everyone operating over their capacity.

## And that’s where the Leverage Team comes in...



## L&R's Goals

L&R's team was drowning in work, they lacked transparency and accountability around their projects, and they were fearful about adding new technology that would only add more work to their plate.

They were collaborating on tasks in email and text messages, tracking goals in a complicated spreadsheet, and had no operating system for when and how to use these tools as a team. The result was the all-too-common “scavenger hunt” where things were falling through the cracks and everyone was spending too much time searching for information and not enough time on the work that would move the business forward.

It was difficult or impossible to keep everyone on the same page, and the result was that they were missing crucial opportunities and unable to scale their business as efficiently as they could.

Ultimately, L&R wanted to set up a collaboration and work management

“*I couldn't ever imagine going back to the old way of working.*”

MARC J. BODNER  
CEO, L&R

system that would solve these problems and allow their team to efficiently plan, manage, and execute on projects—all while being agile enough to adapt to whatever might come their way. Specifically, they wanted to use Asana's “Company Goals” feature to ensure their team was making consistent progress toward their long term goals.

Perhaps most importantly, they needed to make sure that everyone at their organization (who were at varying levels of tech “savviness”) was aligned on exactly when and how to use the tools available to them, so that there was a clear method of operating and they could be sure everything was always stored in the “correct” place.

“ Thanks to Leverage, I’m able to take time off and know that work is still moving forward and that nothing is slipping through the cracks while I’m gone.

MARC J. BODNER  
CEO, L&R

## Our Plan

There were two clear objectives that would help L&R accomplish all of their goals. They needed to **implement** Asana and train their team on how to use it, then also **train** their team on **when and how** to use the other various tools available to them in conjunction with Asana.

**Step 1:** Implement Asana and set it up to guarantee their team’s success.

**Step 2:** Train their **core team 200+** on when and how to use Asana through 1-on-1 sessions, group sessions, and enrolling them in our Leverage Academy Asana course.

**Step 3:** Train the leadership team on how to use Asana for long-term goal setting and strategic planning.

**Step 4:** Transfer all projects and tasks from their previous spreadsheet into Asana.

**Step 5:** Tie all projects to long-term company goals, providing visibility for team members on how their individual tasks will push the business forward.

**Step 6:** Train their team on when and how to use email and Microsoft Teams in conjunction with Asana, so project-related communication is always stored in the right place.

**Step 7:** Work with their team on an ongoing basis to work through growing pains and ensure that Asana is being used in the best ways possible for their unique situation.

## The Results

The L&R team was able to save over **five hours per week per person** (in some cases, many more) by using Asana to collaborate, delegate, and manage projects. Their managers now had insight into what their team was working on from week to week, meaning they were able to cut out unnecessary meetings and communication.

L&R was also finally able to establish a baseline level of understanding around when and how to use the tools in their tech stack. Everyone was aligned on the standard operating procedure around Asana, email, and Microsoft Teams, which dramatically cut down on the scavenger hunt they had become accustomed to. This also helped speed up the time to onboard new employees.



“Thanks to the way we now use Asana, we were able to win a bid for a \$60 million contract. The client was blown away with our organized and professional process. It has truly transformed our business.”

MARC J. BODNER  
CEO, L&R