



RHYTHM
SYSTEMS



WORLDEMBLEM™

A RHYTHM SYSTEMS CASE STUDY



World Emblem Reduces Chaos, Doubles Headcount, and Grows 40% with Rhythm

MANUFACTURING

ABOUT:

World Emblem is one of the world's leading manufacturers of custom apparel decorations, serving iconic brands like YETI, Cintas, NFL, and Disney. From emblems and patches to digital transfers, they are recognized for speed, precision, and global reach.

INDUSTRY:

Manufacturing

COMPANY SIZE:

Middle Market

LOCATION:

Miami, Florida

THE BUSINESS PROBLEM

Too Much at Risk, Not Enough Direction

By 2015, 87% of World Emblem's revenue came from just three clients. The company was overly dependent on one market and five products. Despite being the industry leader, CEO Randy Carr knew this wasn't sustainable. Internally, his team struggled to answer the most critical question: "What's next?"

As a second-generation CEO and first-time executive, Randy faced the same challenge many midmarket leaders do: leading without a clear roadmap, feeling the pressure of legacy, and putting out daily fires without making strategic progress.

"We didn't even know what we didn't know. If someone had walked in from a highly structured organization, they'd have said, 'What the heck is going on here?'"

Randy Carr
CEO, World Emblem

RESULTS

40%

REVENUE GROWTH
(OVER 5 YEARS)

2% → 33%

PORTFOLIO
DIVERSIFICATION

2x

INCREASE IN
HEADCOUNT

HOW RHYTHM HELPED

A System to Think, Plan, and Do - Together

Rhythm provided the structure, cadence, and visibility Randy and his team needed to get aligned, diversify the business, and scale confidently. With facilitated quarterly and annual planning, they shifted from chasing ideas to executing the right priorities with clarity.

THE RESULTS - AND WHY THEY MATTER

With Rhythm, World Emblem not only diversified their portfolio - they created a high-performance system to lead with confidence and scale with discipline.

- Doubled headcount while maintaining alignment
- Expanded operations across 8 global locations
- Clear ownership of goals across the organization
- Weekly accountability replaced daily chaos
- Strategic maturity across leadership team

“You don’t need a system like Rhythm to run a business. But you do need it to run a business well.”

Randy Carr
CEO, World Emblem

