



2025

WISPAMERICA™

BROADBAND WITHOUT BOUNDARIES



Wispamerica 2025

Running Your Company on a Framework Session

Layne Sisk - ServerPlus

Matt Larsen – Vistabeam

Ryan Grewell – Smartway

Jeff Broadwick - CTIconnect

Layne Sisk ServerPlus

COMPANY REVIEW

From 03/16/2025 to 03/22/2025 ||| Pl: 4.89/hr PK: 3.08/hr SP: 8.21/hr US: 16.41/hr SUP: 13.19/hr

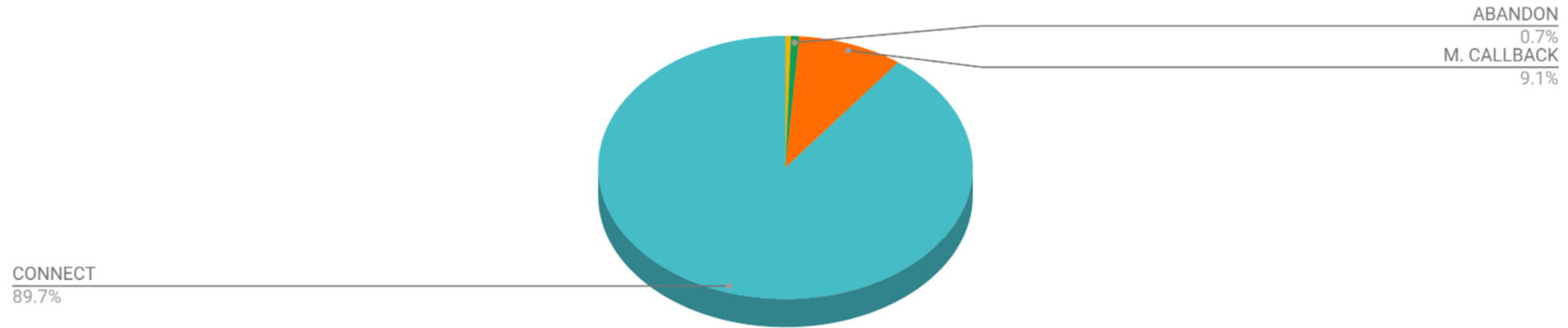
<p>AVG TALK TIME</p> <p>0:08:42</p>	<p>AVG WAIT TIME</p> <p>0:02:08</p>	<p>COST PER CALL</p> <p>\$6.63</p> <p>\$7.38</p>	<p>COMPLAINTS</p> <p>0.00%</p> <p>0</p>	<p>UTILIZATION</p> <p>63.99%</p>	<p>STAFFING</p> <p>105.44%</p>
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<p>INCOMING</p> <p>14,098</p> <p>OUTAGES 103</p>	<p>ANSWERED</p> <p>14,069</p> <p>ABANDON 29</p>	<p>< 0:30 SECONDS</p> <p>2.16%</p> <p>305</p>	<p>PAUSE</p> <p>4.18%</p>	<p>QA TAKEN</p> <p>32.11%</p> <p>1,263</p>	<p>QA Score</p> <p>88.66%</p>
<p>BILLABLE</p> <p>3,933</p>	<p>BCPH</p> <p>4.35</p>	<p>> 10:00 MINUTES</p> <p>33.52%</p> <p>1,364</p>	<p>BOUNCES</p> <p>6.15%</p> <p>252</p>		

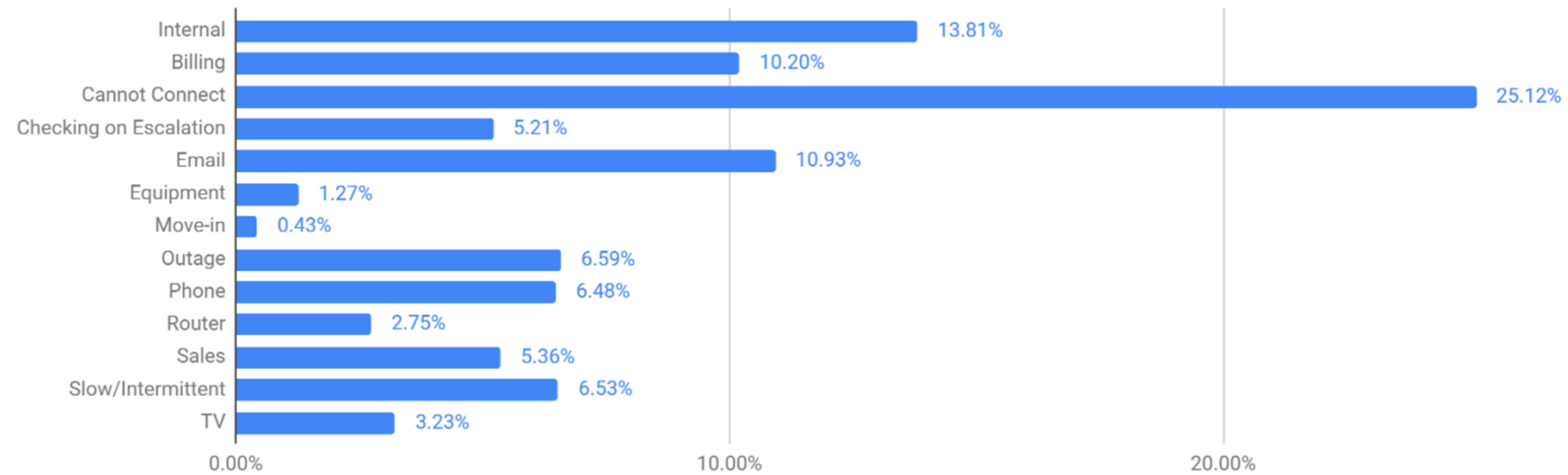
<p>TOTAL ESCALATION</p> <p>30.06%</p>	<p>TECHNICAL ESC.</p> <p>20.72%</p>	<p>BILLING ESC.</p> <p>4.39%</p>	<p>CHECKING ON ESC.</p> <p>4.95%</p>	<p>RESOLVED</p> <p>53.17%</p>	<p>PENDING</p> <p>13.79%</p>	<p>TRANSFER</p> <p>1.22%</p>
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<p>SURVEY SCORE</p> <p>90.69%</p>	<p>SURVEY TAKEN</p> <p>17.57%</p> <p>720</p>	<p>EXCELLENT</p> <p>73.89%</p>	<p>ABOVE AVERAGE</p> <p>14.86%</p>	<p>AVERAGE</p> <p>5.56%</p>	<p>FAIR</p> <p>2.22%</p>	<p>POOR</p> <p>3.47%</p>
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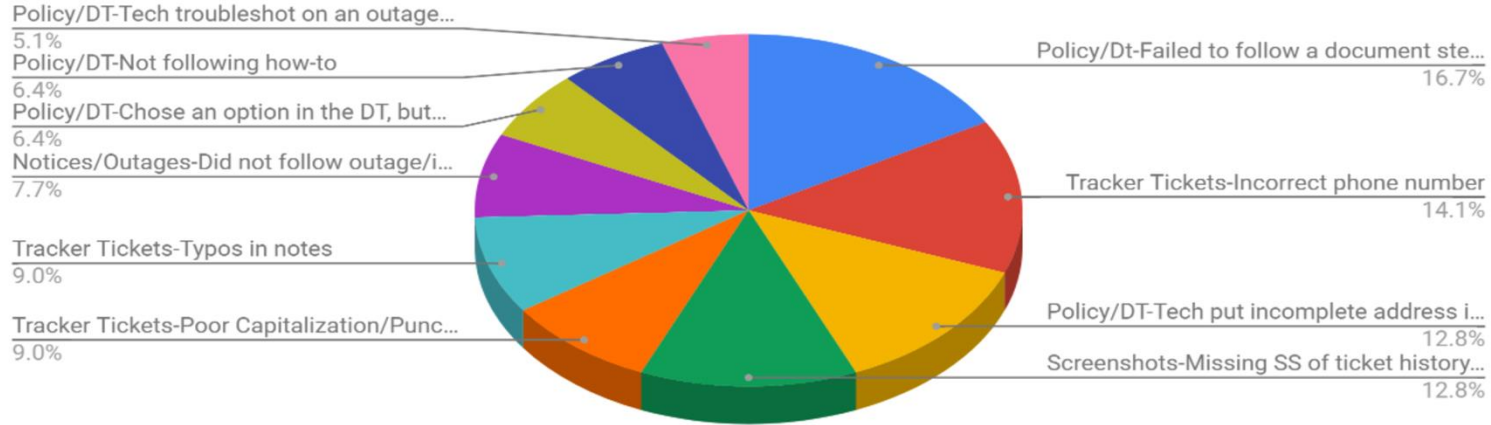
Call Status



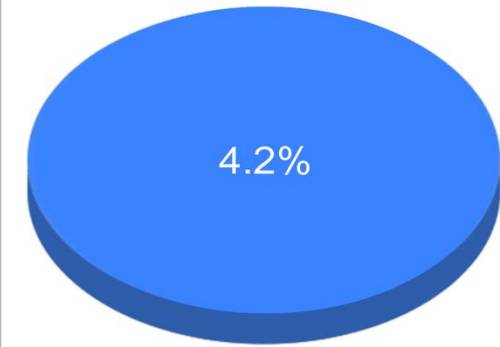
DT Status



Common Issues



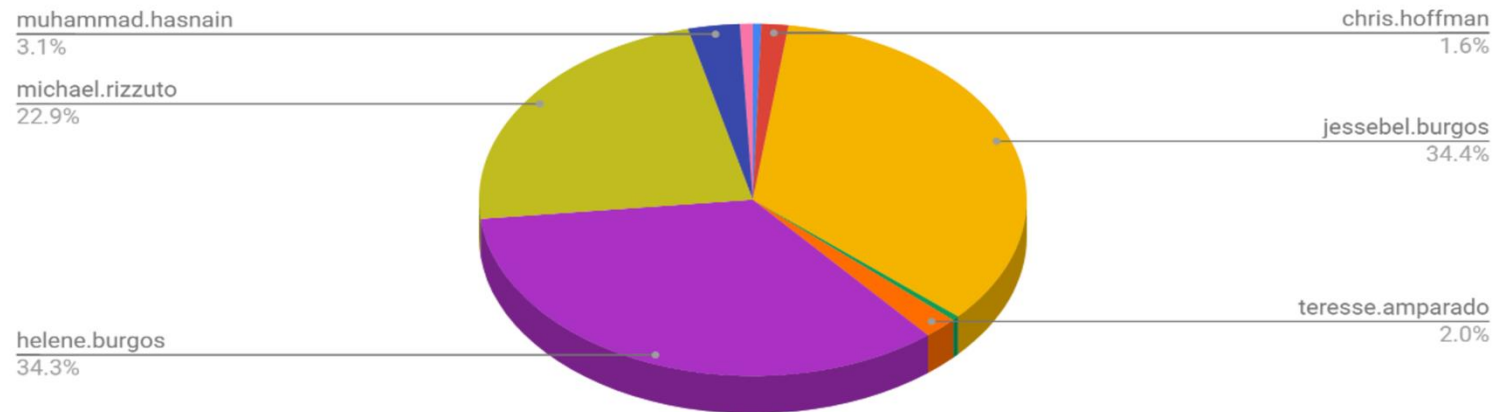
Tech Error Rate



Swag Given



Approvers



Matt Larsen

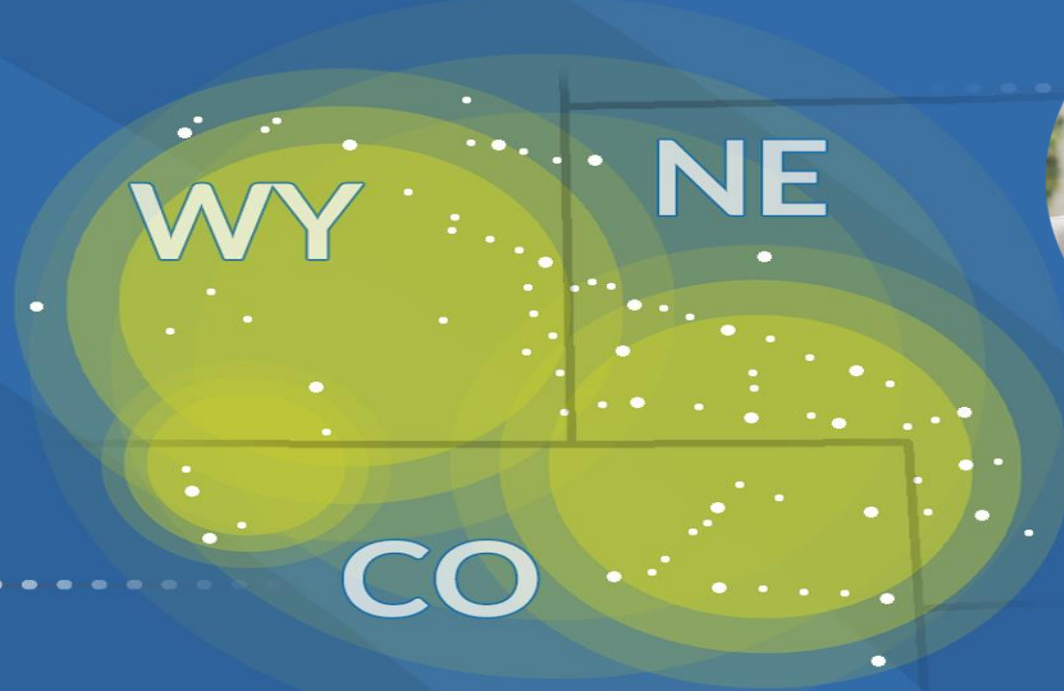
Vistabeam



VISTABEAM
INTERNET

Extraordinary Connections

The Mission, Core Values and Leadership: Maintaining a Good Company Culture



Who You Are: The Mission



We are a family owned company focused on:

1. **Growing** our fiber and fixed wireless footprint
2. **Reaching** more unserved and underserved people with fiber and fixed wireless broadband
3. **Delivering** quality broadband services with a local feel
4. **Enabling** communities to participate in the digital economy on equal terms with anywhere in the world
5. **Competing** against entities that have a track record of poor customer service and exploiting rural areas



- 21-year operational history
- 8,500+ customers
- 350 infrastructure sites, 2000 fiber passings
- 40+ employees in 6 offices across 3 states
- Successful CAF2, CARES and state grant projects

The Filter: Core Values

Core Values

WE ARE A TEAM and have each other's backs.

WE ADAPT & CHANGE with technology and markets. R&D is part of our DNA.

WE ARE PROUD of the work we do.

WE EMPOWER our communities.

WE RESPECT our customers.

WE REWARD & RECOGNIZE our teammates.

WE ARE COMPETITIVE & RELENTLESS.

WE are
Extraordinary



Accountability: Leadership



Monique Larsen, Strategic Counsel "The Architect"

- Strategic Counsel and Co-Founder of Vistabeam. Key architect of positive company culture and customer engagement.
- 20+ years of experience in ISP marketing and customer relationship building.
- Adjusts roles and responsibilities as needed.

Andrew Wicker, Chief Operations Officer "The Enforcer"

- Oversees day-to-day operations of the company and stays engaged managers on problem solving
- 12+ years broadband and communications experience; 20+ years across related infrastructure industries
- Provides fair but firm leadership to the team



Matt Larsen, Chief Executive Officer "The Visionary"

- Current CEO and Co-Founder of Vistabeam, leading the company's expansion to 50,000 sq miles of network coverage and 100+ towns across three states
- More than 25 years of industry and community engagement experience with an established track record of providing broadband service to rural communities
- Drives strategic growth, industry positioning and public face of the company
- Accepts ultimate accountability for success or failure





VISTABEAM INTERNET

Extraordinary Connections

Gering, NE | Mitchell, NE | Scottsbluff, NE | Yuma, CO | Laramie, WY | Torrington, WY

Thank You!



Matt Larsen

CHIEF EXECUTIVE OFFICER

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Ryan Grewell Smartway

What are some of the common challenges that running on a framework will solve?

- Lack of clear vision
- Ineffective communication
- Difficulty in tracking goals
- Ineffective issue resolution
 - Accountability issues
- Inconsistent processes

Systems EOS Utilizes to Resolve Challenges

- Vision Traction Organizer (VTO)
 - Rocks (Quarterly Objectives)
- Issues Solving (IDS – Identify, Discuss, Solve)
 - Scorecard
 - People Analyzer
 - Documenting Processes

THE EOS MODEL®



THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: _____

VISION

CORE VALUES	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 	3-YEAR PICTURE™
CORE FOCUS™	<p>Purpose/Cause/Passion:</p> <p>Our Niche:</p>	<p>Future Date:</p> <p>Revenue:</p> <p>Profit:</p> <p>Measurables:</p> <p>What Does It Look Like?</p> <ul style="list-style-type: none"> • • • • • • • • • •
10-YEAR TARGET™	<hr/> <hr/>	
MARKETING STRATEGY	<p>Target Market/"The List":</p> <p>Three Uniques™: <ol style="list-style-type: none">1.2.3.</p> <p>Proven Process:</p> <p>Guarantee:</p>	

ROCKS – Quarterly Objectives

- Manageable goals to complete for the quarter
- Clear ownership – one person should be assigned
- Are you on track, off track, do we have an issue?

Issues Solving (IDS)

- Identify, Discuss, Solve method
- Culture of open resolution
- Reduce recurring problems
- Your team starts pulling in the same direction (traction)

Scorecard

- Are you winning or losing?
- Weekly measurement of KPI's
- Early Problem Detection!!
- Proactive Management, less fire fighting, more fire prevention

People Analyzer

- Assess employees based on your core values
- Right people in the Right seats!!
- Tool for employee development
- Do they: Get It? Want It? Have the Capacity to Do It?

Documenting Processes

- Does your company have clear, repeatable processes?
- Do you have consistency and scalability?
- This creates easier training and onboarding
- This will ensure your employees are more effective and doing things the same way, thus creating a cohesive customer experience

Integration of EOS

- Use systems like ninety.io or eosworldwide.com
- Stick to the 90 minute weekly meeting, you have to create buy in from your team
- Create operational efficiency and effectiveness

How did we start using EOS?

How do we use EOS today?

- In our business we started EOS by running it at about 50% of the way it's been written in the books.
- We immediately saw an improvement in every single aspect of our business.
- We hired a professional implementer and did it the “right way”
- We now run EOS in all of our businesses at a higher level.
- The process has been extremely rewarding.

The image features a city skyline at sunset, with buildings illuminated by warm orange and red light. A large white speech bubble shape is overlaid on the left side, containing the text 'THANK YOU' in a bold, black, sans-serif font. The background is a gradient of colors from white to dark red, with a black curved line separating the white area from the city skyline. At the bottom, there is a dark grey horizontal bar with a repeating pattern of small, stylized house icons in red and orange.

THANK YOU