



PLAN • PROCESS • EXECUTE • RESULTS

COMPANY: Residential Design/Build Company

ISSUE: The CEO became increasingly concerned about the firm's ability to grow and sustain itself; especially with recent changes in the residential marketplace. The CEO was interested in a means to identify and evaluate strategic alternatives and to develop a game plan to pursue the chosen alternatives.

ROLE: Engagement Director

HIGHLIGHTS

- Facilitated development of Strategic Plan for Company. Process required working with representatives from all divisions within the Company, and building consensus about all potential alternatives, the evaluation of each alternative, the chosen alternatives and commitments to resulting Goals and Objectives.
- As part of Strategic Planning process facilitated development of Short-Term Objectives and associated Tactical Plans, to insure achievement of all Goals and Objectives.
- Met with Company team on a bi-monthly basis to insure that progress is being made on achievement of short-term objectives. Once achieved, new Short-Term Objectives are identified
- Continue to insure that Short-Term Objectives are aligned with Long-Term Goals and Company Vision
- Annually, facilitated updates to Strategic Plan
- Completed working session to evaluate opportunity to enter Commercial market in new operating region.
- Have provided executive coaching to President, upon request.

RESULTS

- As a result of the execution of its Strategic Plan and additional opportunity analysis the Company has generated a 115% annual increase in revenues in one of its major divisions. Further, the Company has introduced a Property Management division that generates recurring revenues, new remodeling opportunities and a more consistent revenue stream. Finally, the Company has opened an office in a new geographic area.