

Results

Leadership Team Turnaround Through Engaged Leadership© Shoshana Rosenfeld & Co., Inc. Showcase Project

Background

Amid the biggest recession in modern US history, my client (the Regional VP of a mid-sized commercial construction firm) was asked to consolidate three separate business units, reduce overhead, increase new revenue, and stabilize operations in what represented half of the overall corporate footprint.

When he reached out to me his leadership team was frustrated, disconnected, reactive and rudderless. To overcome the challenging economic conditions, they couldn't simply cut costs or scale back. They needed to keep a broad value proposition and build connectivity between the business units to create operational efficiencies. My client needed to forge a new cohesive culture within the region and build a leadership team that was engaged, nimble and high performing.

Approach

By focusing concurrently on both individual and team development we transformed his disengaged leaders into a cohesive, high-performing leadership team. This growth in turn became the foundation for building a new, more vibrant, organizational culture. The synergy of (1) more focused, creative and connected leaders combined with (2) a higher functioning, more effective LT and (3) a culture where people could bring their full selves to work, drove success in meeting and exceeding my client's stated business goals.

Solution

Leveraging Engaged Leadership© I designed a customized a leadership development experience that would both deliver on the business needs while meeting the individual team members where they were. Through creating an environment of trust and psychological safety on his team, sustained and measurable change happened incrementally over time.

Results

After implementing Engaged Leadership© the team achieved the following business success:

- Regional volume grew at an average rate of 32.16% per year.
- Prior to Engaged Leadership© yearly profits were \$2-3M. After implementing Engaged Leadership© yearly profits grew to an excess of \$8M.
- Profit per employee out-earned their regional counterparts by 36%.