

## THE PROBLEM

A large manufacturing company based in the Midwest was having trouble effectively maintaining communication across a multigenerational family management group. The team lacked a common vision for what the company could/should become, poorly defined the mission they were on together and had no formal strategic plan for taking the company to the next level.

## THE PROBLEM

A services organization was acquired by a new owner. As he analyzed the business, it became clear that the basic organizational structure and a prevailing lack of accountability from the team were causing problems. It was obvious that there was hidden potential in the company, but the leadership team had fallen into unproductive habits and had become resistant to change. The owner needed to break from the way things had always been done.

## HOW WE HELPED

Brixey & Meyer led the leadership team through the WOW! Professional Management System. Utilizing the 23 defined steps in the "WOW!" program, we were able to effectively develop growth plans, engage people on priority initiatives, define and document processes and ensure performance metrics were tracked and reported. Some of the specific outputs of the program included:

- Implemented an outside board of advisors and an internal board of directors
- Redefined the budgeting process
- Established regular team meetings
- Created a dashboard of financial and other key metrics
- Launched a bonus plan that set clear expectations and established accountability

**Ultimately, taking the company through the WOW! Professional Management system led to substantial growth in revenue and increased the equity value of the enterprise. And just as important, our facilitations helped to reunite the family bond and reenergize the entire leadership team.**

## HOW WE HELPED

Brixey & Meyer was engaged by the new owner to take the company through our professional management system called WOW! Professional Management. We included the entire leadership team in the process, creating buy in and ensuring sense of ownership in the outcomes.

Some of the most significant results produced from the WOW! Professional Management program were:

- Increased the urgency to implement necessary change
- Aligned the team to a common vision
- Created a culture of soliciting and implementing input from all levels of the organization
- Expanded the service offering to diversify the customer base, reducing risk
- Developed a strategy of creating and selling add-on services to the existing customer base

**Through the WOW! Professional Management system, the new owner was able to enthusiastically engage his team in what could have been a very difficult and lonely change management effort. As a result, the organization has ascended to new heights---together.**