



# Building Materials Manufacturer Case Study

**HOW A BRAND  
WORKSHOP HELPED  
RE-ENGAGE AN  
EXECUTIVE TEAM  
WITH THEIR VISION,  
MISSION, AND GOALS  
TO DRIVE INTERNAL  
ALIGNMENT.**

## BACKGROUND

This leading building materials manufacturer was struggling to achieve established benchmarks to properly position the company for acquisition. The Vice President of Sales, Marketing, and Product Development realized the leadership team was not aligned on the vision of the company.

## GOALS

- Unify the leadership team on company vision
- Determine how to engage the rest of the organization
- Identify the mindset of the team, in terms of growth vs. fixed
- Outline a plan to improve results

## STRATEGY

The GLOffect Method Workshop for Brands created a safe space for everyone to dig in and work together. Recognizing the many nuances of each of their manufacturing locations, the team focused on developing a 12-month plan to incorporate who they are and what their brand uniquely delivers into all that they do as an organization, from internal adoption to a focused external campaign.

Q4

SSO/  
SAML

MS Teams  
integration

Pivotal  
tracker

Chatbot

Allow  
dependencies

GitHub  
integrative



## RESULTS

4

Employee  
Champion  
Committees

Established Employee Committees to champion company initiatives such as internal communication, safety, training, and community involvement.

42%

Improved employee engagement from before launch of initiatives.



Hit revenue goals to meet the needs for acquisition within 24 months.