Commercial Roofing Contractor Case Study

HOW A TEAM WORKSHOP HELPED A COMPANY WITH LOCATIONS IN MANY DIFFERENT MARKETS RECOGNIZE THE VALUE OF EACH INDIVIDUAL, DEPARTMENT, AND OPERATING IN A MORE UNIFIED WAY.

the GLO GROUP

BACKGROUND

This well-established roofing contracting business with multiple locations was structured in such a way that each location operated autonomously. Leadership wanted more cross-office collaboration in servicing clients with larger footprints, among many other reas. The lack of uniformity from location to location was negatively impacting their customers' experiences and limiting growth. In addition, there was low employee morale and an "us vs. them" mentality when it came to locations, as well as with management.

GOALS

- Uncover the root of why locations were not collaborating
- Identify why employee morale was low
- Understand the effectiveness of processes, platforms, and internal communications
- Outline improvement plans

STRATEGY

All 75 employees were brought into one location over the course of several days. We identified that communication patterns, styles, and methods were a big reason behind the overall disconnect. We developed a solution that provides a forum for all internal messaging to be seen/heard by all. This enabled the team to solve challenges together - from processes and training to how they can benefit from one another's experiences and knowledge.
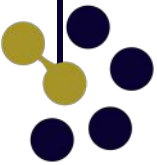
RESULTS

Developed platforms that delivered transparency and created more opportunities for collaboration.

67% Improvement in employees' attitude about their job and the company.

Cross-location collaboration resulted in an increase is sales with customers who have needs in multiple markets.

GLOFFECT™
method