



# Semi-Custom Home Builder Case Study

**HOW A BRAND WORKSHOP  
HELPED A COMPANY'S  
OWNERS & MANAGEMENT  
TEAM FOCUS ON WHAT  
MAKES THEM DIFFERENT  
FROM THEIR COMPETITION  
TO IMPROVE CUSTOMER  
EXPERIENCES AND THEIR  
REFERRAL BUSINESS.**

## BACKGROUND

This regional home-builder company is different than most other like-companies in their market. They are led by two passionate brothers who have a high standard for excellence.

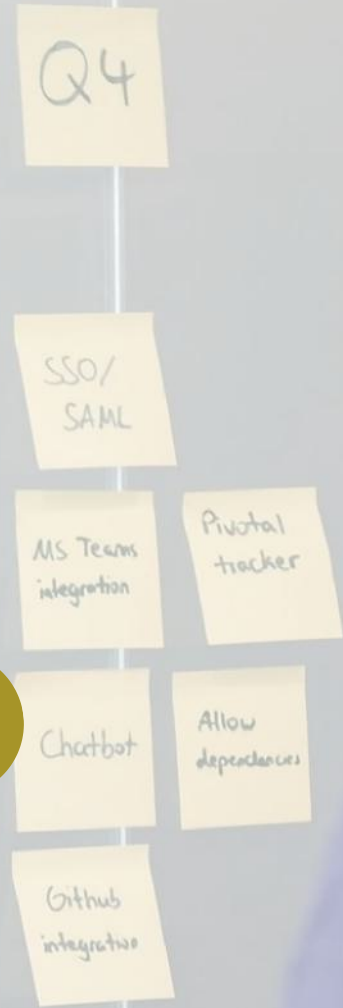
As they started scaling their business, they were experiencing growing pains surrounding the ability to consistently deliver to the standards upon which the company was built.

## GOALS

- Unify the leadership team on company brand & quality expectations
- Determine how to engage the rest of the organization and their business partners
- Outline a plan to improve consistency and results

# STRATEGY

The GLOffect Method Workshop created a collaborative environment where the team realigned on who they are as an organization, identified gaps, and determined how to consistently deliver what their stakeholders count on from them at every touch point. They developed a 12-month strategy and outlined their plan which included a GLOffect Method Workshop for Teams to support internal alignment.



## RESULTS



Reorganized the company structure to eliminate redundancies and improve collaboration.



Implemented quality expectations into all vendor/partner agreements resulting in significant improvement.



Developed internal processes which directly impacted quality control efforts and internal communications which impacted customer communication.

"This workshop really helped us get on the same page, re-engage with who we are as a company, and put together an action plan that improved our processes and customer experiences, and the foundation we needed to scale the business."

- B.C., COO