



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
integration



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.