

Management Co. Develops Leadership Skills & Performance

Case Study



CHAIN ASSOCIATES

The Situation

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The company's ability to promote the brand, make large sales, or retain past profit levels are lost with the death of the successful leader/CEO.

- ▶ New leaders are a jarring difference to the past.
- ▶ Suspicion, gossip, and communication triangles are the norm.
- ▶ The best managers and staff begin to look elsewhere.
- ▶ The company culture turns negative.

The Actions

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The spouse of recently deceased leader decides to run the business and commits to learning how to become a CEO – focuses the company on the value of leadership.

- ▶ Recently hired leadership exits business.
- ▶ A leader is promoted from within to create a bridge.
- ▶ Company-wide leadership training introduced.
- ▶ Over 100 managers, supervisors and key staff trained.
- ▶ Senior leadership team re-assigned to new roles and new accountabilities to support change effort.

The Results

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The senior managers and staff learn a new language and a new culture of accountability and integrity.

- ▶ Net income increased by 5%.
- ▶ Gossip, triangles and “secrets” were virtually eliminated from the culture.
- ▶ New owner obtained education and coaching then readied to step into the full CEO role.
- ▶ Company was prepared to secure a new generation of professional management – and growth.

Contact: info@chainassociates.com

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