
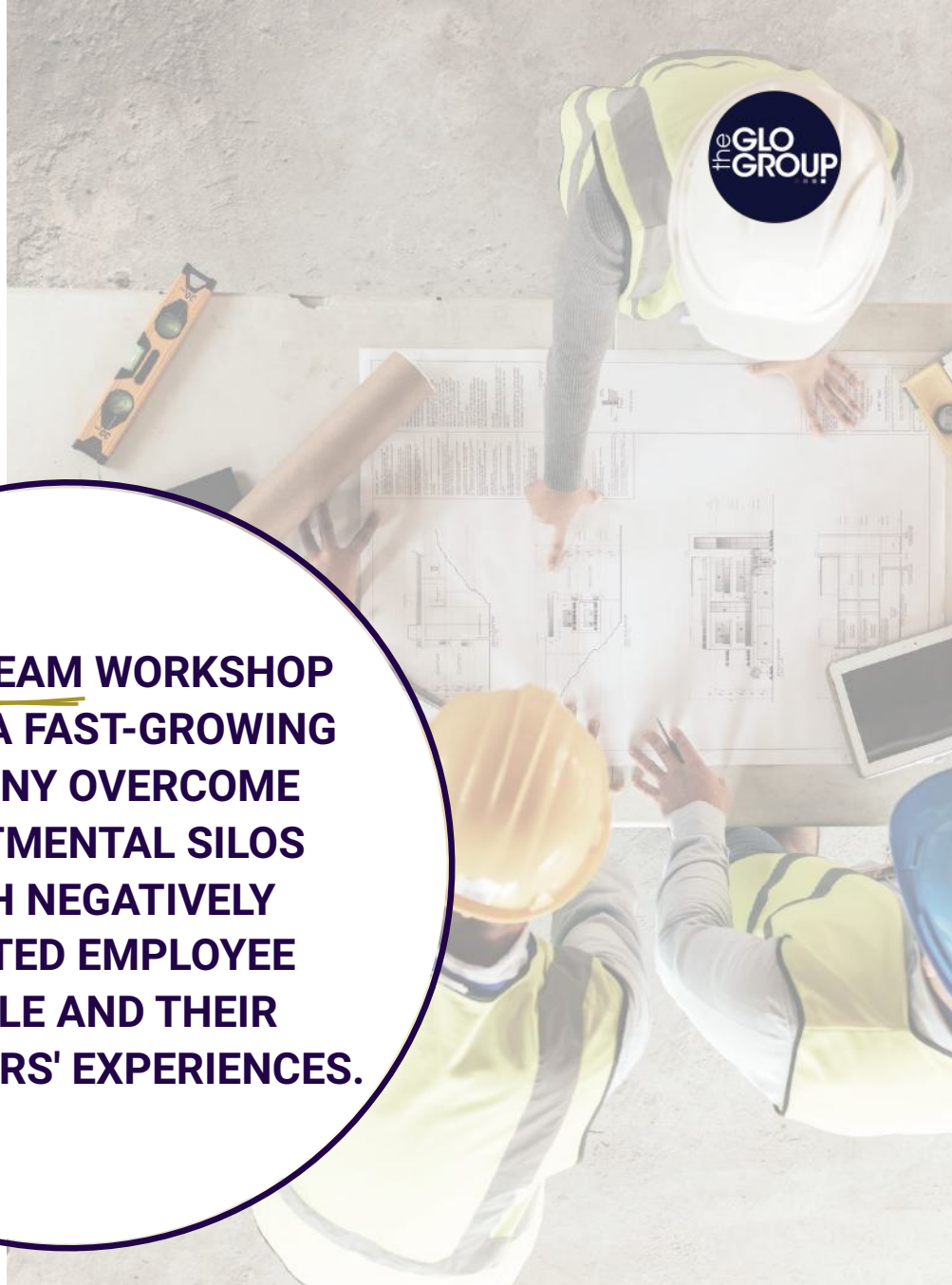


# Regional Semi-Custom Home Builder Case Study



**HOW A TEAM WORKSHOP  
HELPED A FAST-GROWING  
COMPANY OVERCOME  
DEPARTMENTAL SILOS  
WHICH NEGATIVELY  
IMPACTED EMPLOYEE  
MORALE AND THEIR  
CUSTOMERS' EXPERIENCES.**



## BACKGROUND

This regional home-builder company is led by two passionate brothers with high standards for excellence that their clients now expect. The growth of the company doubled in less than five years, and their projected growth was just as significant.

That pace impacted company structure, job responsibilities, head count, software used, processes and internal communication, and employee dissatisfaction developed. As a result, customers started feeling the pain, as well.

## GOALS

- Get to the root of employee dissatisfaction
- Outline priorities to address and improve influences affecting morale
- Understand potential road blocks to implementing change
- Develop a go-forward and on-going organizational health strategy

## STRATEGY

Over the course of two days, company employees were broken into three groups to address communication challenges, process breakdowns, software needs, and more. With company leadership having already completed a brand workshop, we also focused on how company values influence how they work together and how they show up for their customers. Employees engaged in every step in developing an action plan for improvement that included leadership's buy-in and team accountability.

Q4

SSO/  
SAML

MS Teams  
integration

Pivotal  
tracker

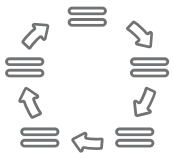
Chatbot

Allow  
dependencies

GitHub  
integrative



## RESULTS



Established many internal processes to create alignment and deliver excellence.

**76%**

Increase in employee satisfaction.



Developed talent strategy to improve retention.



Customer satisfaction significantly improved and referral business rose.